

STYLE GUIDE

THE RIDDLE...
**WHAT DO YOU GET WHEN THREE MEN WITH
SIX PERSONALITIES CLASH IN THE
MOONLIGHT OF THE GOTHAM CITY NIGHT?**
THE ANSWER...
**THE THRILLING, ACTION-PACKED, EPIC
ADVENTURE, "BATMAN FOREVER".**

The STORY

BATMAN and BRUCE WAYNE are targeted for revenge by two formidable villains - Batman by TWO-FACE (former GOTHAM CITY district attorney HARVEY DENT) and Bruce Wayne by THE RIDDLER (ED NYGMA, an inventor at WAYNE ENTERPRISES). As Batman fights both these forces, he and Bruce Wayne become entangled with a newcomer to Gotham City, DR. CHASE MERIDIAN, a psychologist who specializes in dual personalities. It's a love triangle involving only two people! Joining Batman after the death of his parents and brother in a tragic "accident" at a Gotham City Charity Circus is ROBIN (DICK GRAYSON). These two heroes fight together with the aid of newly designed, better-than-ever costumes and high-tech equipment to bring order back to Gotham City.

THE CHARACTERS

Batman: Philanthropist Bruce Wayne heads Wayne Enterprises, Gotham City's leading electronics corporation. Batman rules the night fighting Gotham City's villains, armed with intelligence and the latest high-tech gadgetry. Batman and Bruce Wayne are the same person.

Two-Face: Half man, half madman, he's the ultimate split personality. Two-Face is former Gotham City District Attorney Harvey Dent, who mistakenly blames Batman for an accident that left one side of his face grotesquely deformed. And now he's out to get Batman!

The Riddler: This ex-Wayne Enterprises employee feels his genius has been overlooked by Bruce Wayne. After a humiliating encounter with the man he idolizes, he's out for revenge! Already a genius, The Riddler invents a device that allows him to grow even more brilliant as he riddles his way toward the destruction of Bruce Wayne.

Dr. Chase Meridian: Brainy and beautiful, this newcomer to Gotham City is a noted psychiatrist specializing in the study of the criminal mind. Her efforts to foil The Riddler and Two-Face bring her in close contact with Batman who both mystifies and fascinates her. Although she is interested in Batman, Bruce Wayne is interested in her! It's a romantic triangle involving just two people!

Robin: Handsome teenage circus star Dick Grayson is the only family member of The Flying Graysons not killed at the hands of Two-Face in a tragic "accident" during a Gotham City Charity Circus performance. Vowing revenge, he utilizes his athletic prowess and martial arts skills to fight the forces of evil by joining Batman as his daring partner Robin.



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INTRO- duction

THE ARTWORK

The artwork in this style guide has been created to provide a fresh new direction for the BATMAN property consistent with the tone of "Batman Forever."

In order to make this artwork available to you in a variety of formats and facilitate easy usage we are providing the following:

1. Batman Forever Style Guide - This binder contains reproducible black and white line art; a color palette to tailor your products to the unique look of "Batman Forever"; visual effects to give you ideas to enhance the artwork and create fresh, new design treatments; specific color reference for the various characters and logos; and merchandising ideas. The style guide is divided into ten sections and the contents of each section are described on the divider for easy reference.

2. Photographs - A limited selection of photographs from Production art are reproduced in this style guide. Actual transparencies of these and other approved photographs are also available. Please contact your WBCP account executive to request them.

3. SyQuest® Cartridge - The black and white line art is available on a SyQuest® cartridge. You can order this by faxing your request to:

DC Comics Licensing
Attn: Marilyn Drucker, Licensing Manager
FAX: 212-636-5598

There will be a charge for this service. If you prefer, you can send your own SyQuest® cartridge (44MB or 88MB) to DC Comics Licensing and we will copy the style guide onto your cartridge at a reduced cost.

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GeNERAL ARTwoRK GUIDeLineS

Working within the established color palette of "Batman Forever," we encourage you to create your own unique, cutting-edge graphics and design treatments.

- Licensees are not permitted to render any artwork or logos for "Batman Forever" characters, vehicles, or gadgets.
- Licensees may manipulate style guide artwork to create new designs. Samples of color treatments and design suggestions appear in the "Visual Effects" section of this style guide.
- If you are unable to find style guide artwork to meet your needs, you may commission custom artwork from DC Comics. However, we encourage you to use style guide art whenever possible since custom art requires a significantly longer preparation time as well as talent approvals. There will be an additional cost for all custom art.
- All designs are subject to quality control approval.



VISUAL EFFECTS show a variety of exciting ways to utilize artwork from *Batman Forever*, including computer-generated techniques.



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VISUAL
effects

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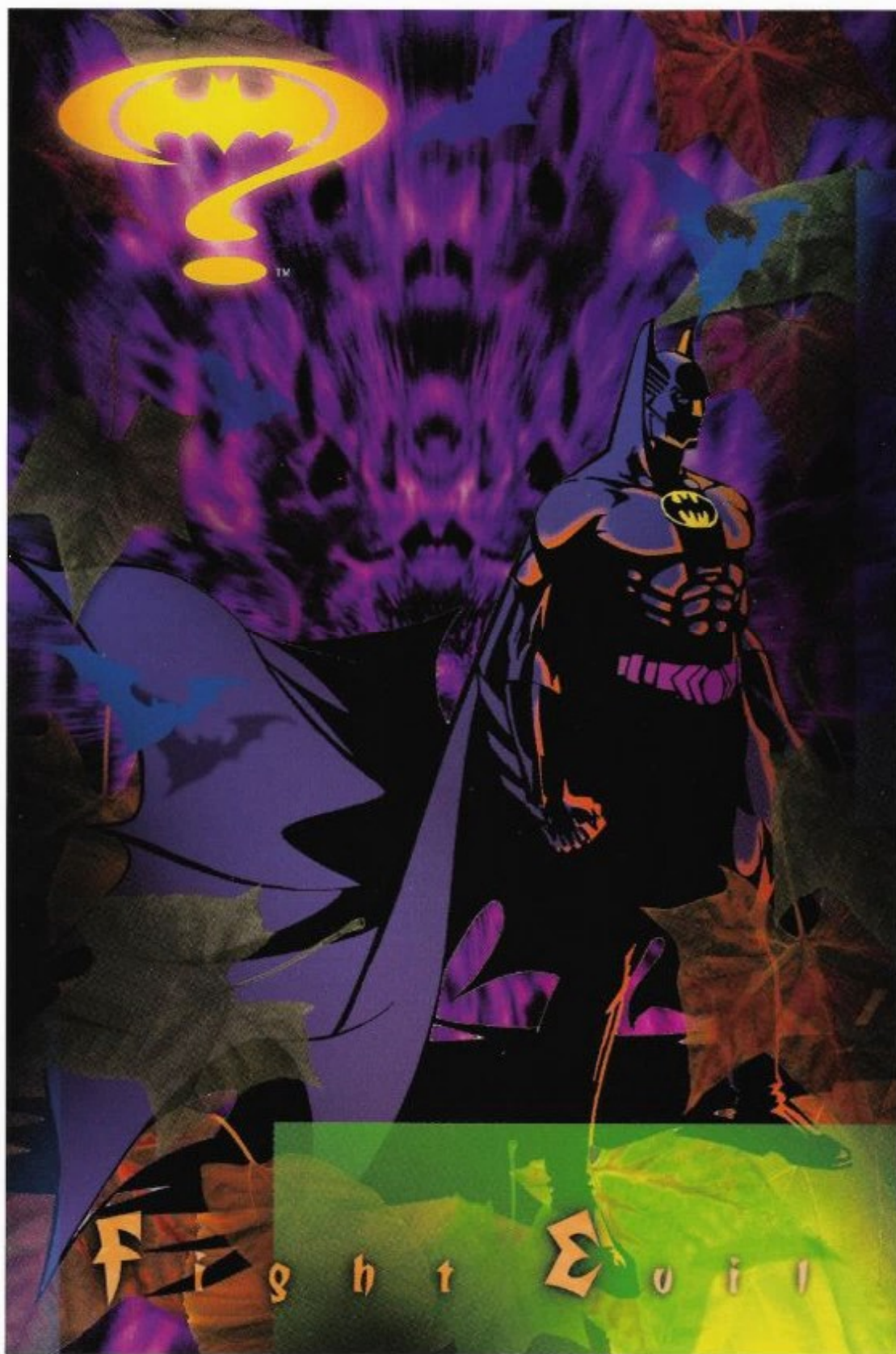
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VISUAL
effects

Crimefighter

BATMAN™ FOREVER

multiple
personalities

Riddles

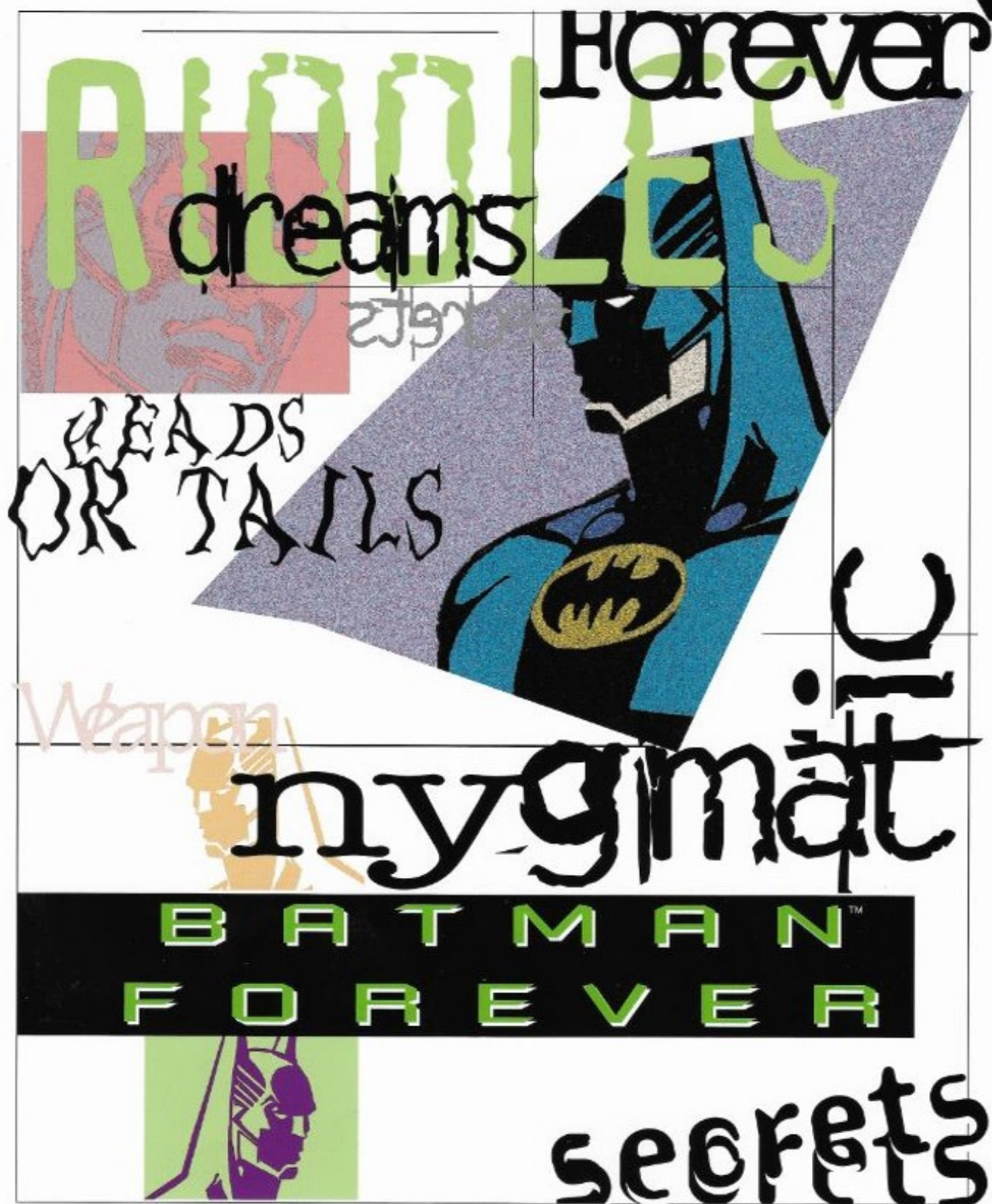
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ROBIN™



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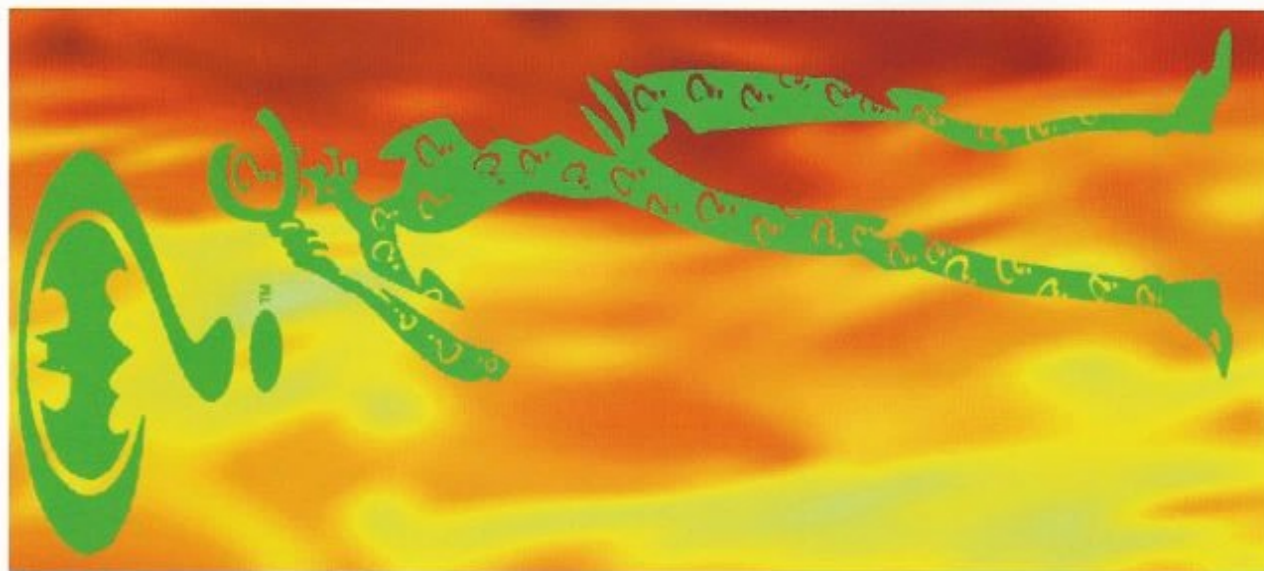
TWO-FACE™



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THE RIDDLER™

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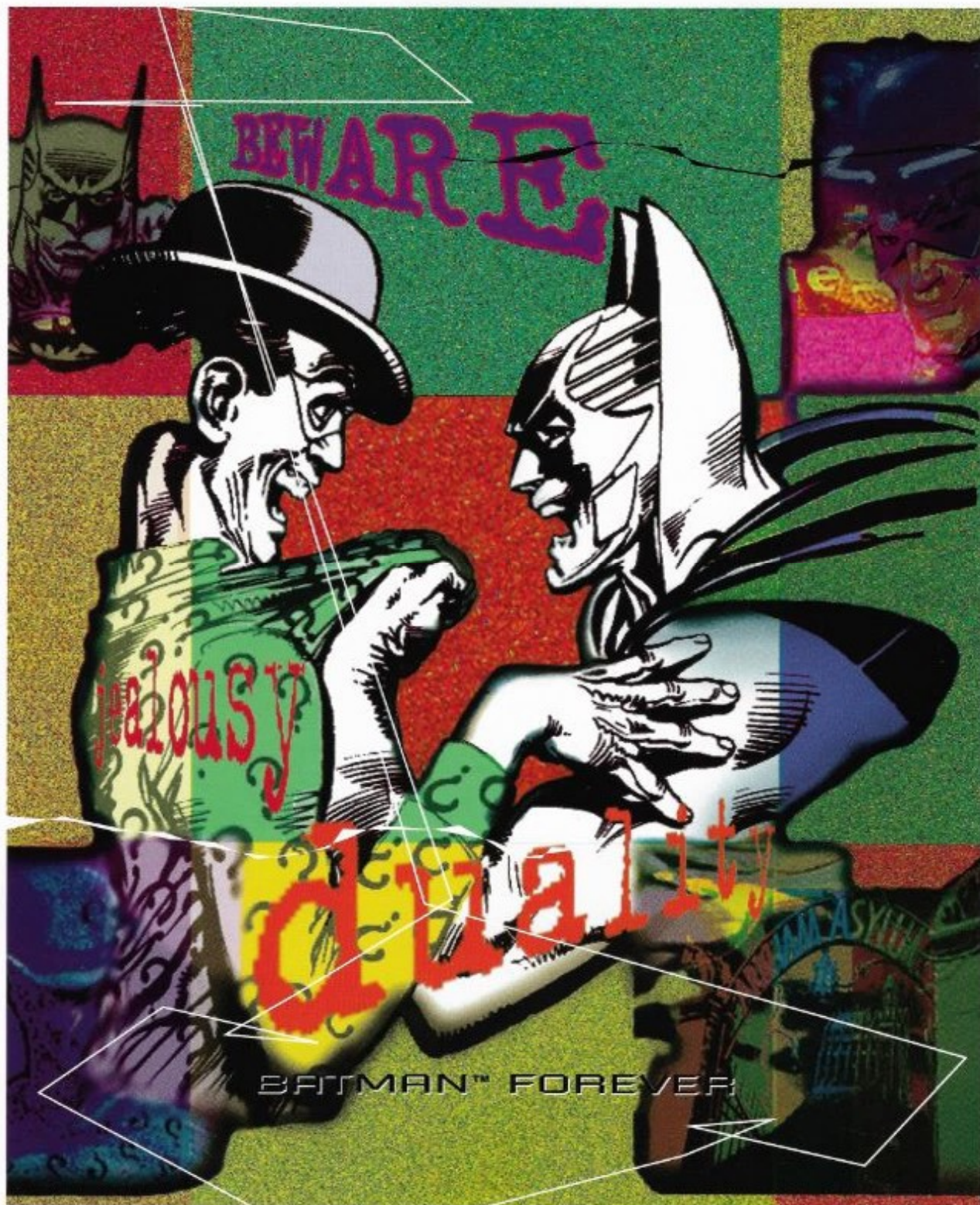
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The COLOR PALETTE indicates the spectrum of colors available to be used on all *Batman Forever* products.

This color palette

COLOR palette

is to be
followed for
all character,
gadget, vehicle
and background
colors. By adhering to
the color palette, the
look of all merchandise
will be coordinated.



PMS 3005
100C 30.5M 6K



PMS 186
91M 76Y 6K



PMS Proc. Yellow C.
94M 43K



PMS 354
91C 83Y



Black
100K



PMS 425
79K



PMS 429
6C 34K



PMS 422
34K



PMS 420
15K



White



PMS 120
6M 56Y



PMS 122
18.5M 83Y



PMS 142
23.5M 76Y



PMS 150
30.5M 69Y



PMS 162
11.5M 18.5Y



PMS 186
91M 76Y 6K



PMS 189
38M 11.5Y



PMS 201
100M 65Y 15K



PMS 228
94M 43K



PMS 240
27.5C 94M



PMS 261
51C 100M 47K



PMS 271
43C 34M



PMS 272
60C 47M

Color palette continued



PMS 2726
83C 60M



PMS 285
91C 43M



PMS 290
27.5C 6M



PMS 300
100C 43M



PMS 313
100C 6Y 18.5K



PMS 348
100C 79Y 27.5K



PMS 358
27.5C 38Y



PMS 368
65C 100Y



PMS 492
76M 65Y 38K



PMS 349
100C 83Y 47K



PMS 497
51M 65Y 76K



PMS 170
38M 47K



PMS 4393
6C 51M



PMS 465
18.5C 30.5M 56Y



PMS 470
56M 94Y 34K



PMS 471
56M 18.5K



PMS 484
87C 83Y 30.5 K



PMS 515
8.5C 38M



PMS 534
91C 72M 27.5Y



PMS 541
100C 51M 30.5K



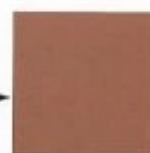
PMS 499
56M 60Y 47K



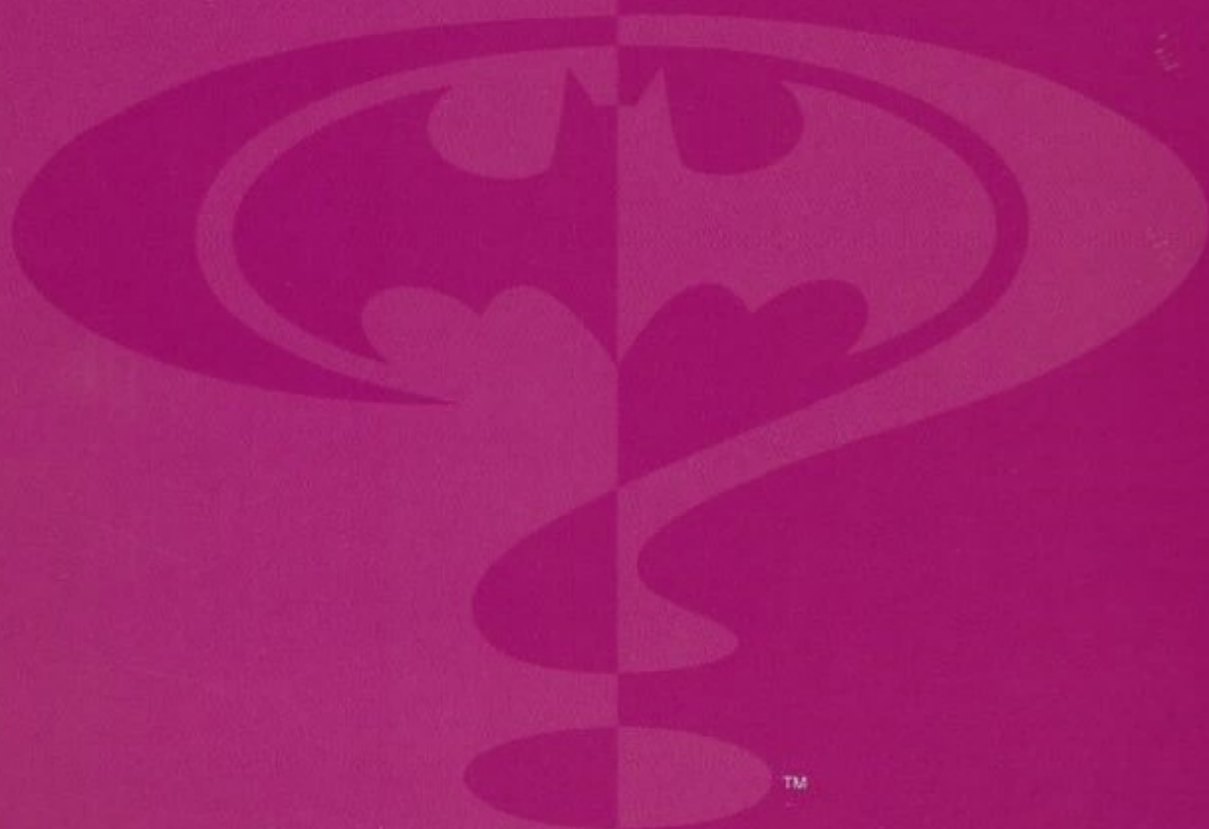
PMS 874



PMS 146
38M 100Y 34K



PMS 876



ACTION SHOTS illustrate the excitement of key action scenes
from the storyboards of *Batman Forever*.



BATMAN™

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BATMOBILE™ STATISTICS

MODEL: Batmobile™
 YEAR: 1995
 BODY: epoxy carbon fiber composite
 ENGINE: turbine/dual injected afterburner
 SUSPENSION: nitrogen/self-adjusting
 IGNITION: magneto/24 volt aircraft harness
 STABILIZER: double aileron batwing fins
 TURBO THRUST: to 300 mph
 PAINT: black lacquer





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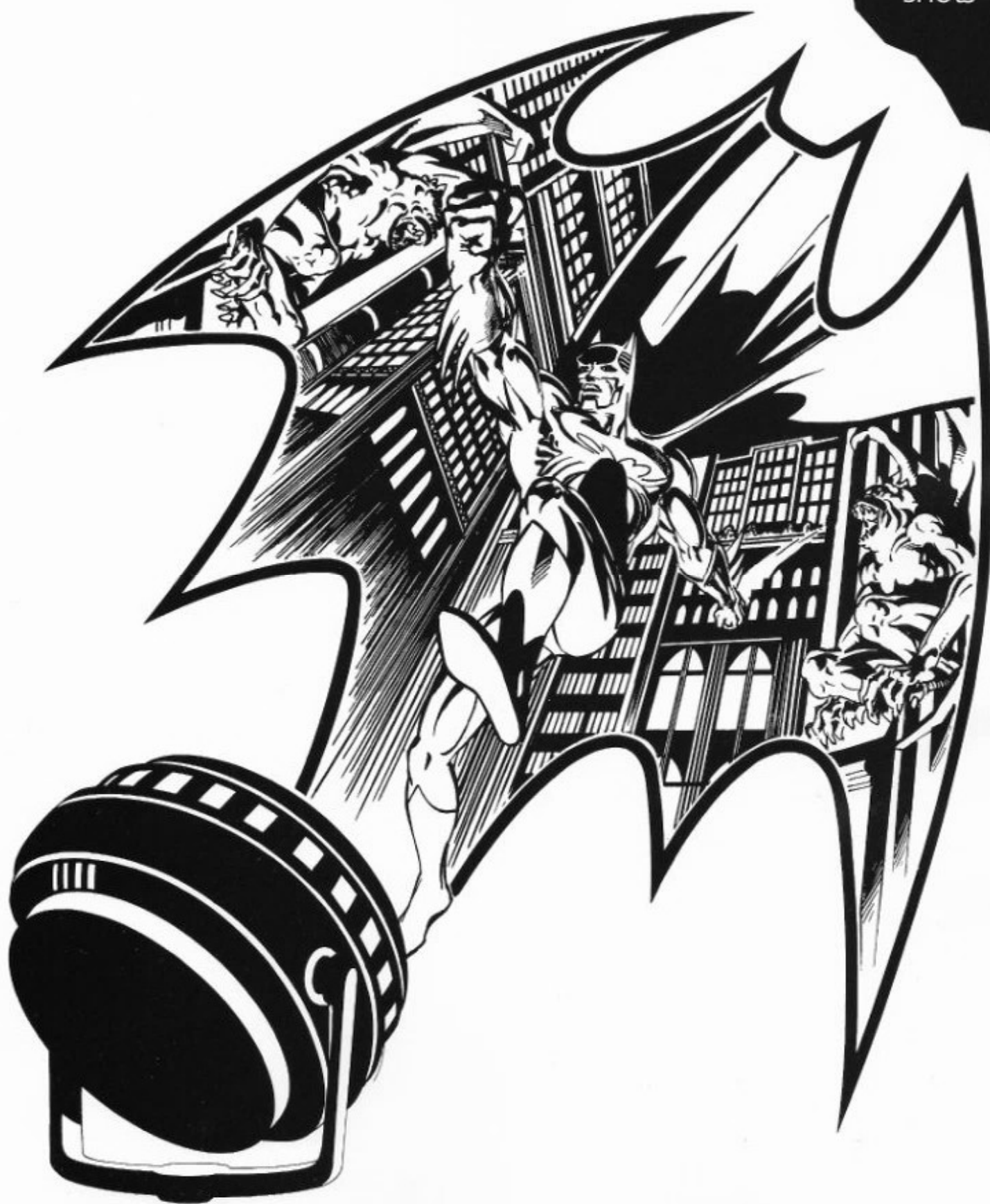
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ROBIN™

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BMF - AS - 23



Two-Face™

Retail On Sale Date: June 1, 1995

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BMF - AS - 24



Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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BMF - AS - 27



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BMF - AS - 28



ART NOIR conveys the powerful and elegant turmoil of
Batman Forever with minimal linear elements.



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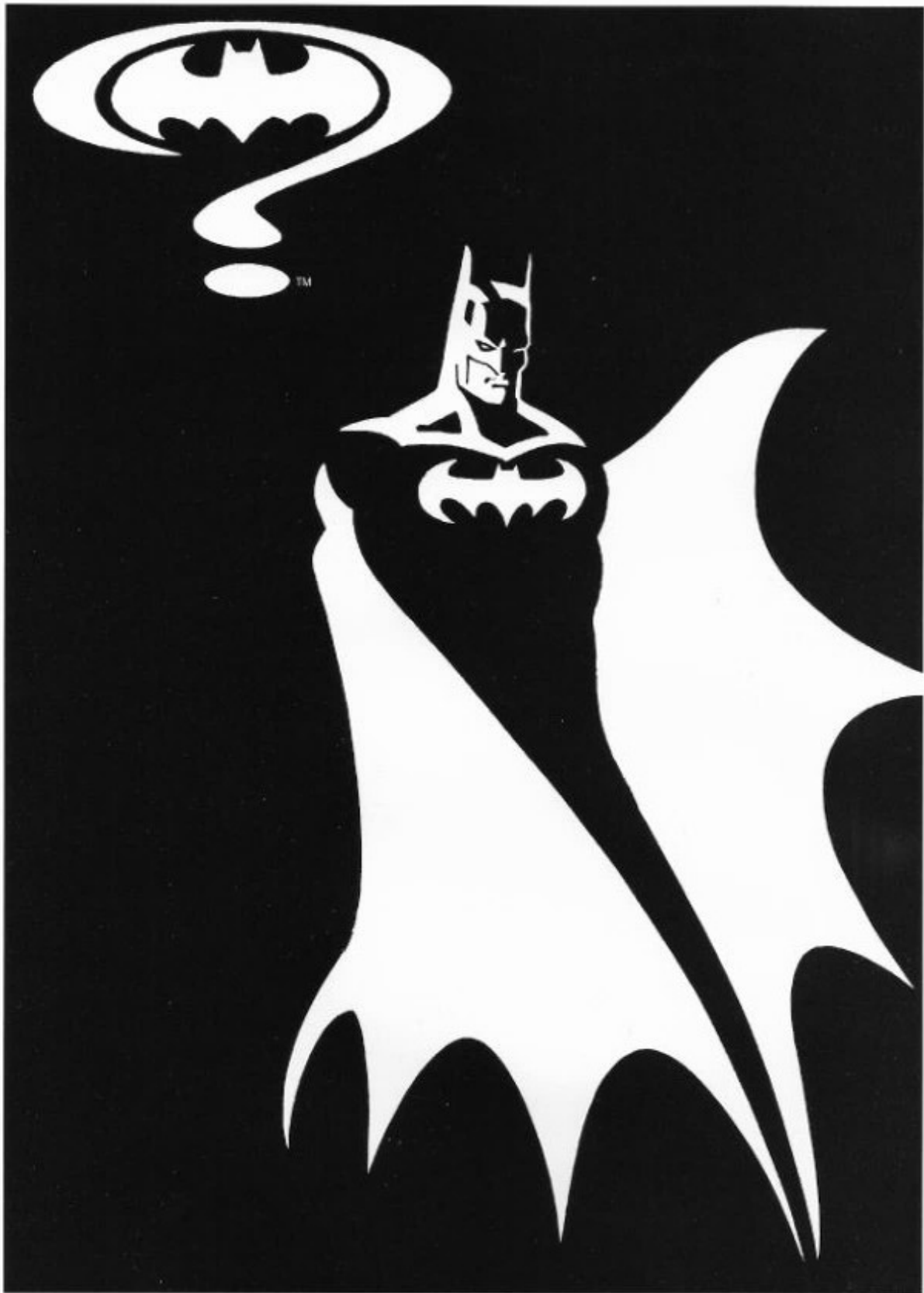
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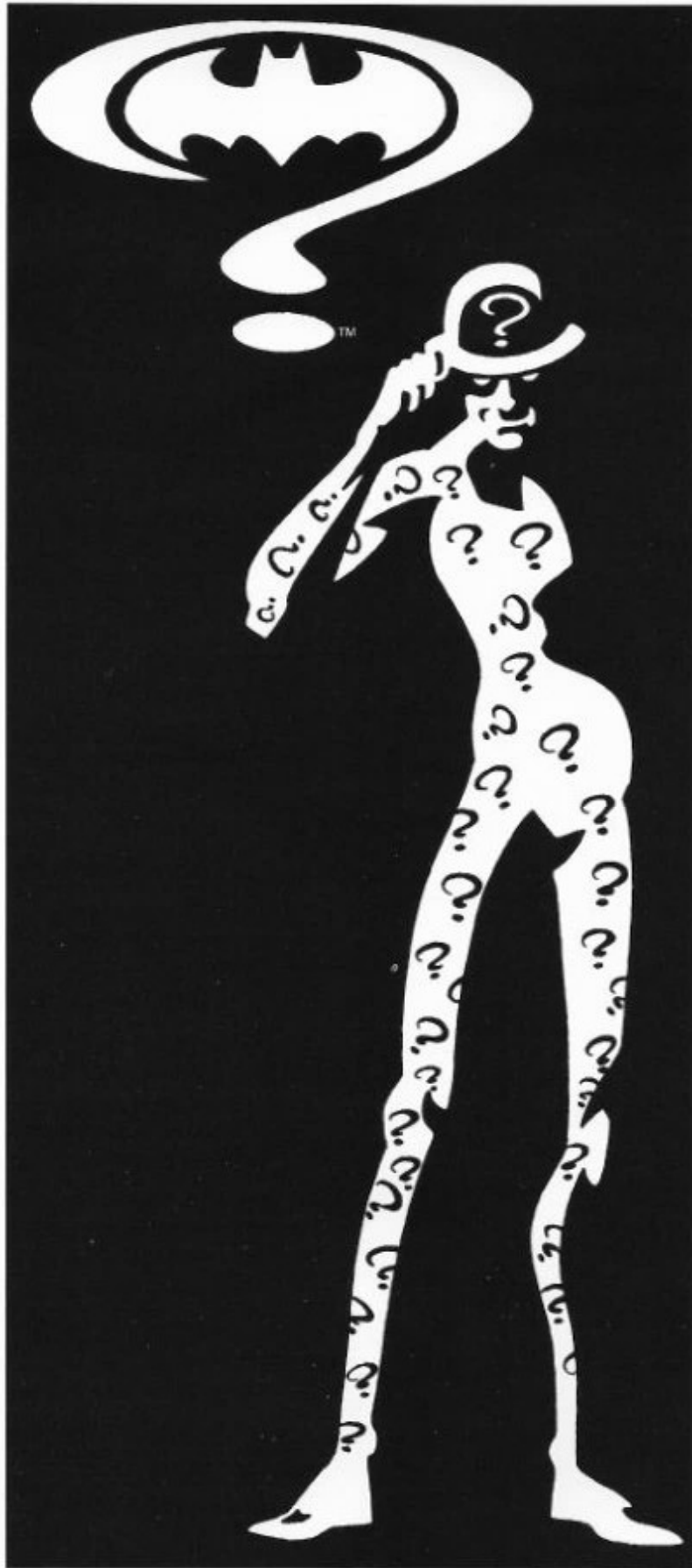


Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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BMF - AN - 8



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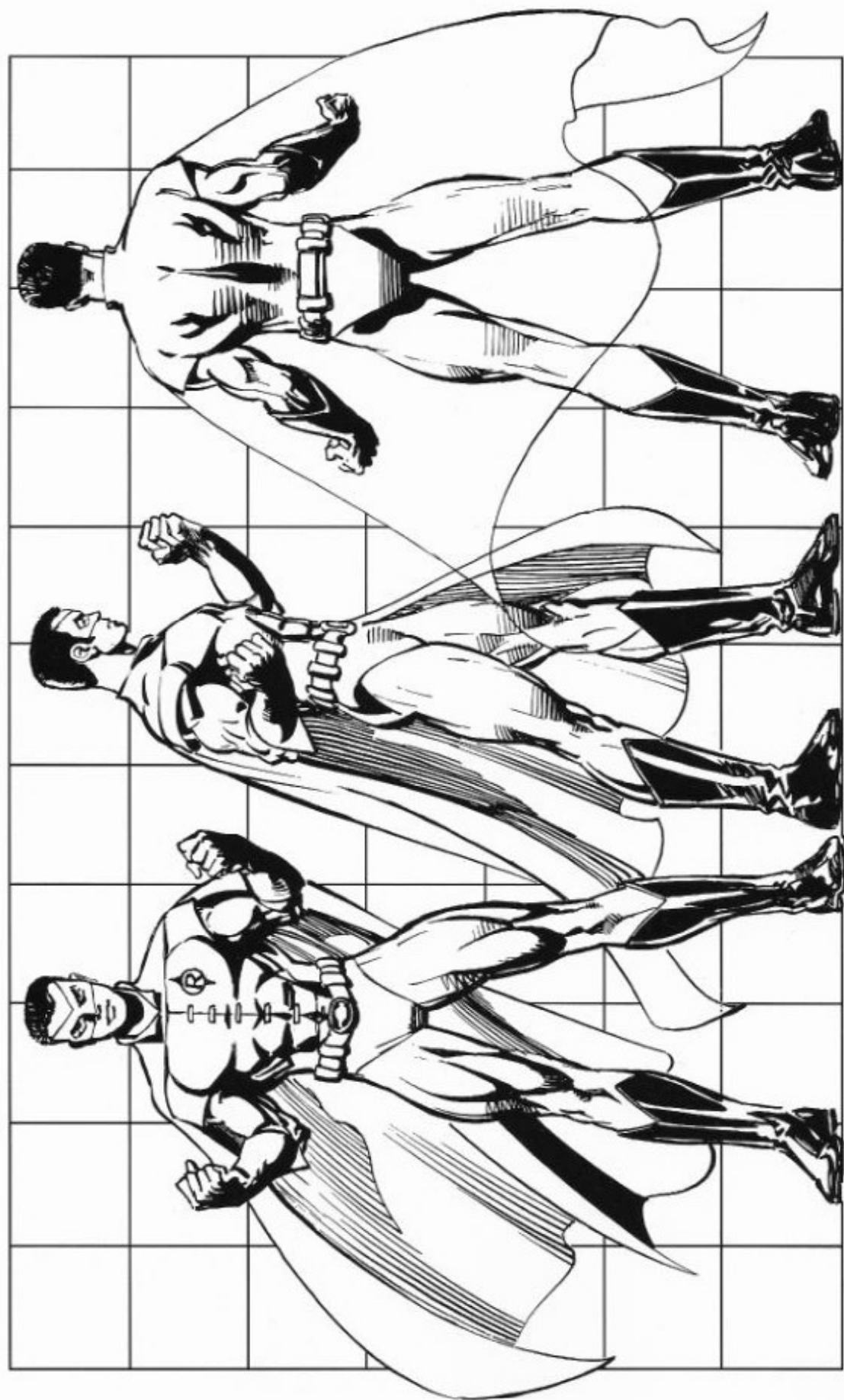
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BMF - AN - 5



CHARACTER MODELS depict front, side, and back turnaround poses of the costumed heroes and villains for sculpting reference.



ROBIN™

For 3D product, Robin should always be 7 heads high.

**FOR
CONCEPT ONLY**

Retail On Sale Date: June 1, 1995

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PMS 162
Flesh

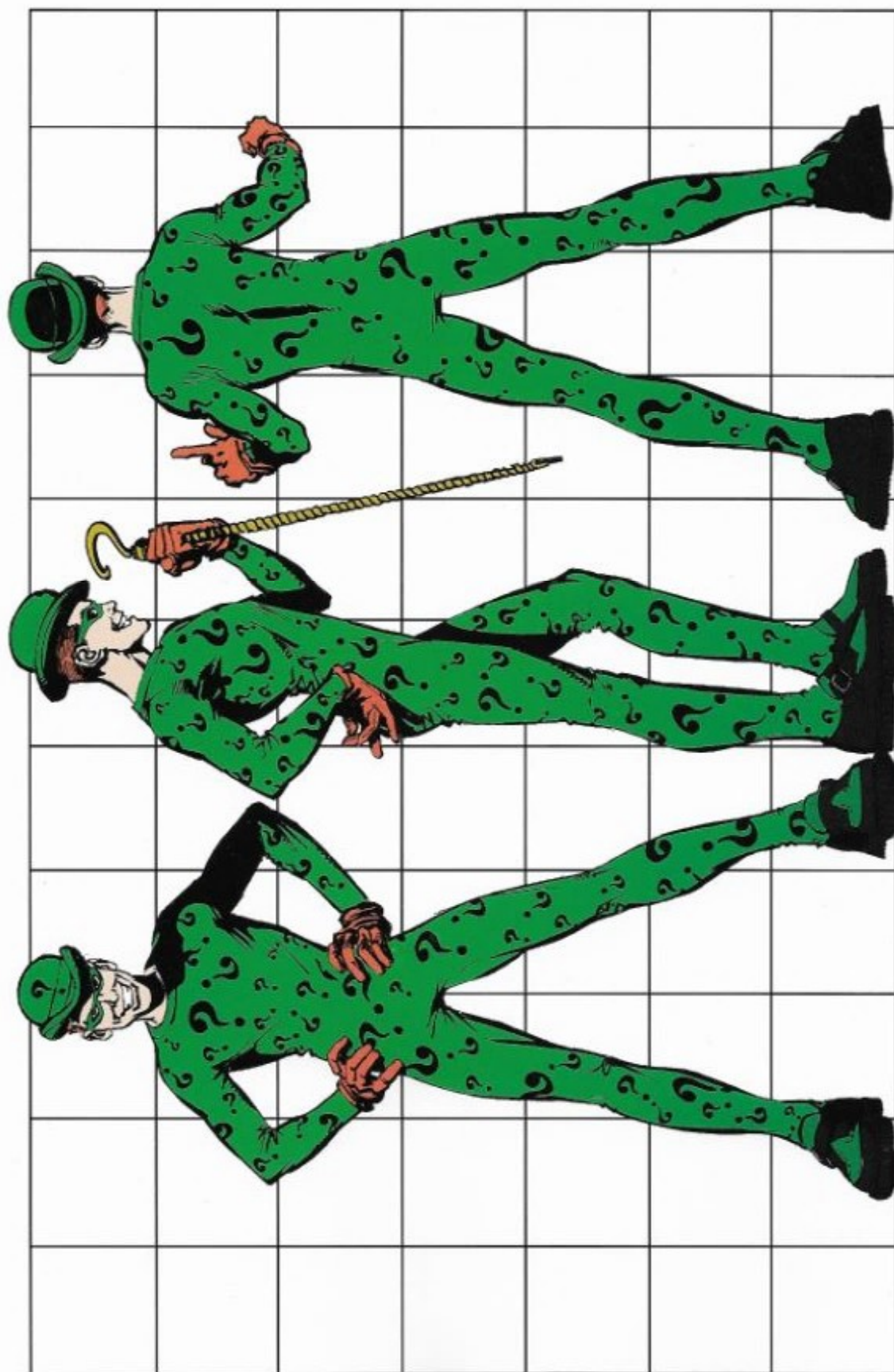
PMS 170
Hair
and Gloves

PMS 354
Unitard,
Shoes, Mask
and Hat
(including
Hat Band)

Black
Question
Marks on
unitard
and Hat

PMS 874
(Metallic Gold)
or
PMS 142
Cane

PMS 499
Eyes



THE RIDDLER™

Ex-WAYNE ENTERPRISES employee, EDWARD NYGMA, feels his genius has been overlooked by BRUCE WAYNE. After a humiliating encounter with the man he idolizes, he's out for revenge. Already a genius, The Riddler invents a device that allows him to grow even more brilliant as he riddles his way toward the destruction of Bruce Wayne.

PMS 162
Flesh

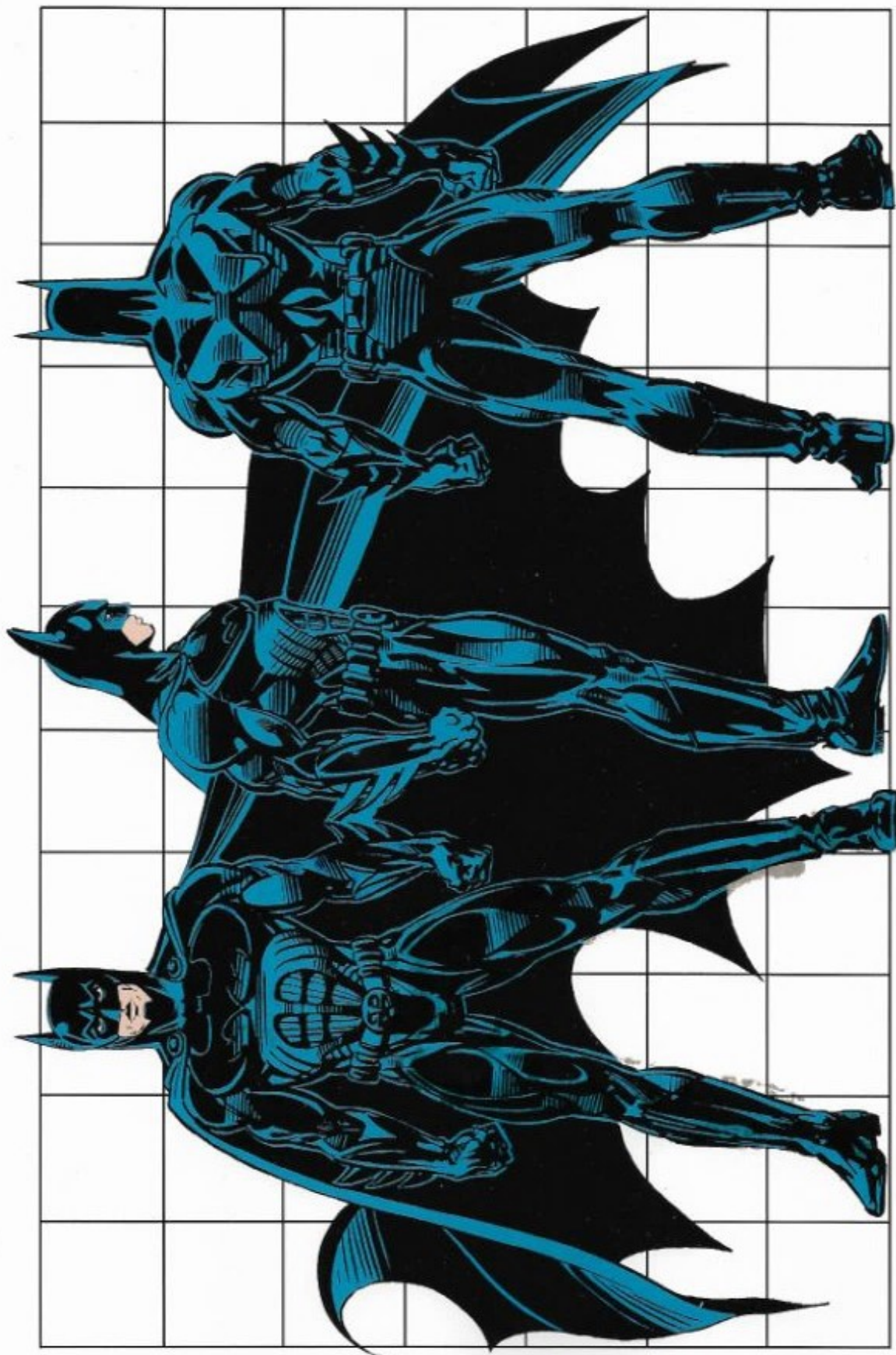
BLACK
Costume
(Including
Belt, Chest
Emblem,
Boots
& Gloves)

PMS 3005
Blue Costume
Highlights
or

PMS 2726
Purple
Costume
Highlights
(Alternative
colors may be
used subject
to QC
approval)

PMS 499
Bruce Wayne's
Hair

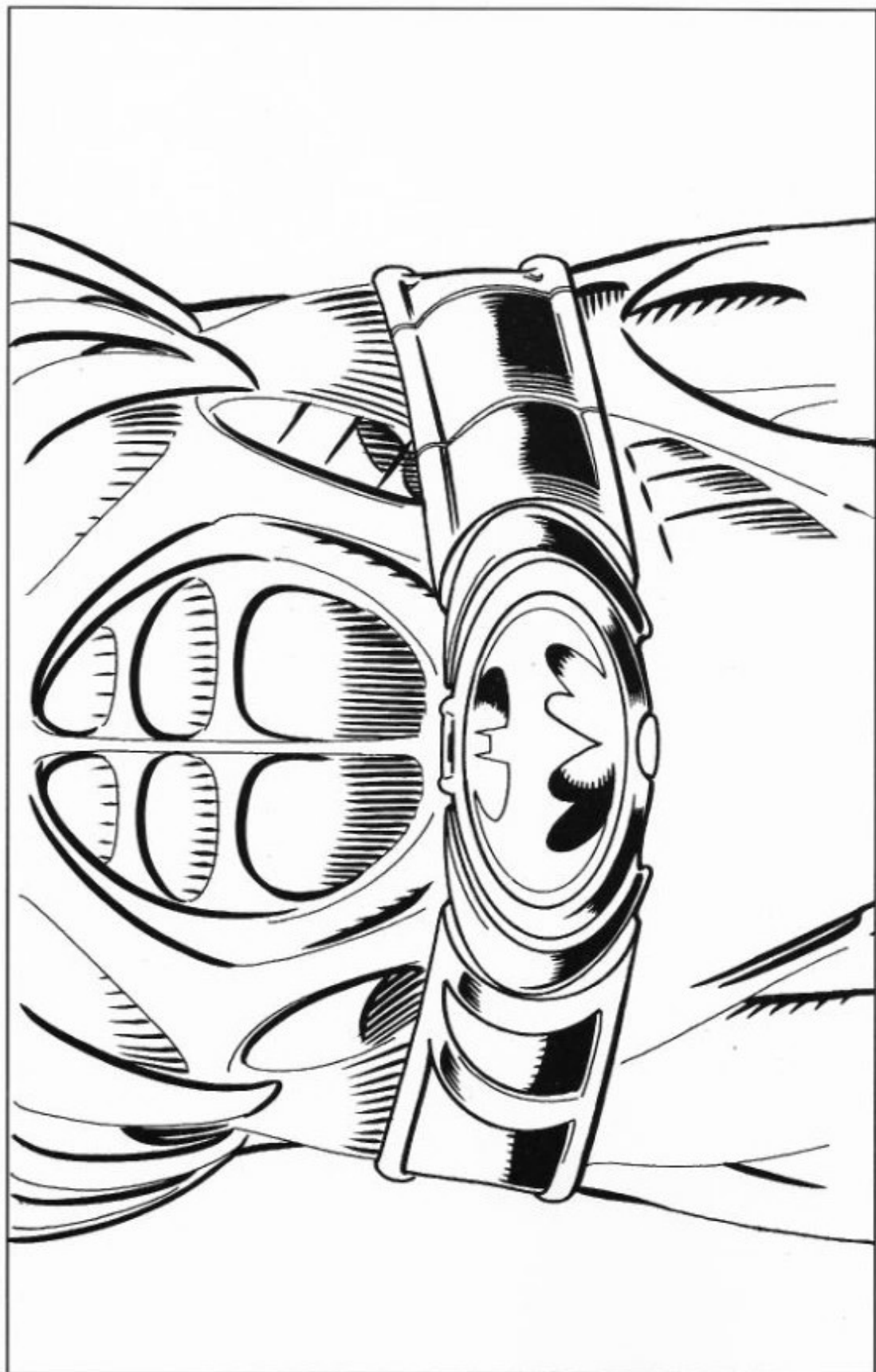
PMS 422
Eyes



BATMAN™

Philanthropist BRUCE WAYNE heads WAYNE ENTERPRISES by day, but by night, patrols the streets as the city's mysterious protector, BATMAN. Employing athletic prowess, a keen intellect and amazing high-tech gadgetry,

Batman confronts the criminal elements of GOTHAM CITY as THE DARK KNIGHT.



Final Batman™ Belt Detail

This belt detail is provided for sculpting reference only. Although style guide art does not reflect this belt detail, all 3D product should.

Evil Side



PMS 240
Flesh



PMS 429
Shoes are
black with
grey tip



PMS 228
Hair, Suit
Jacket and
Pants
(w/black
Zebra print)



White
Lapel
(w/black print)



Process
Yellow C
Shirt
(w/black
print)

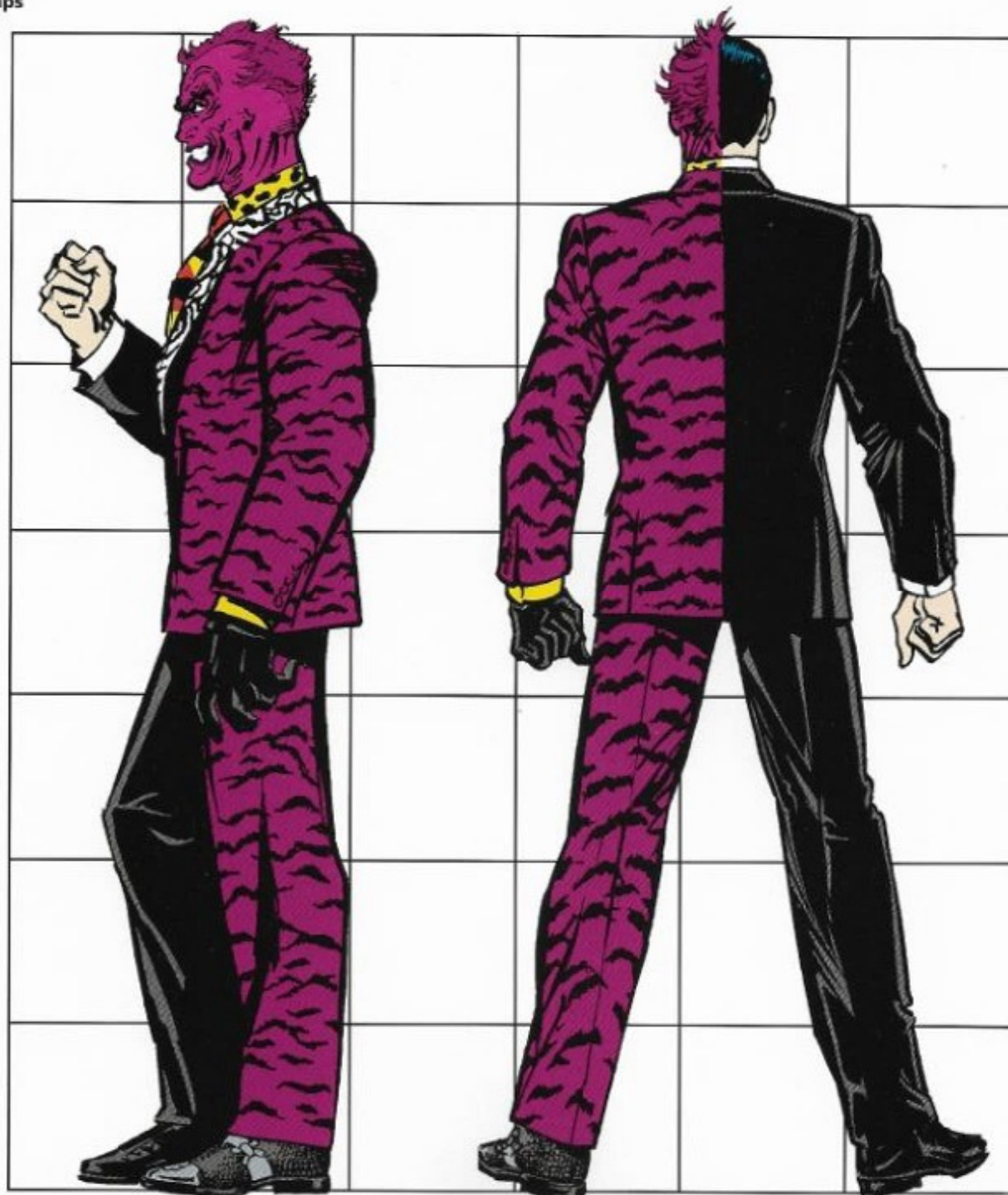


PMS 186
Tie (w/black
and yellow
print)



PMS 261
Lips

CHARACTER models



TWO-FACE™

Good Side



PMS 162
Flesh



BLACK
Jacket, Pants,
Shoes and Hair
PMS 430
for Black
Highlights



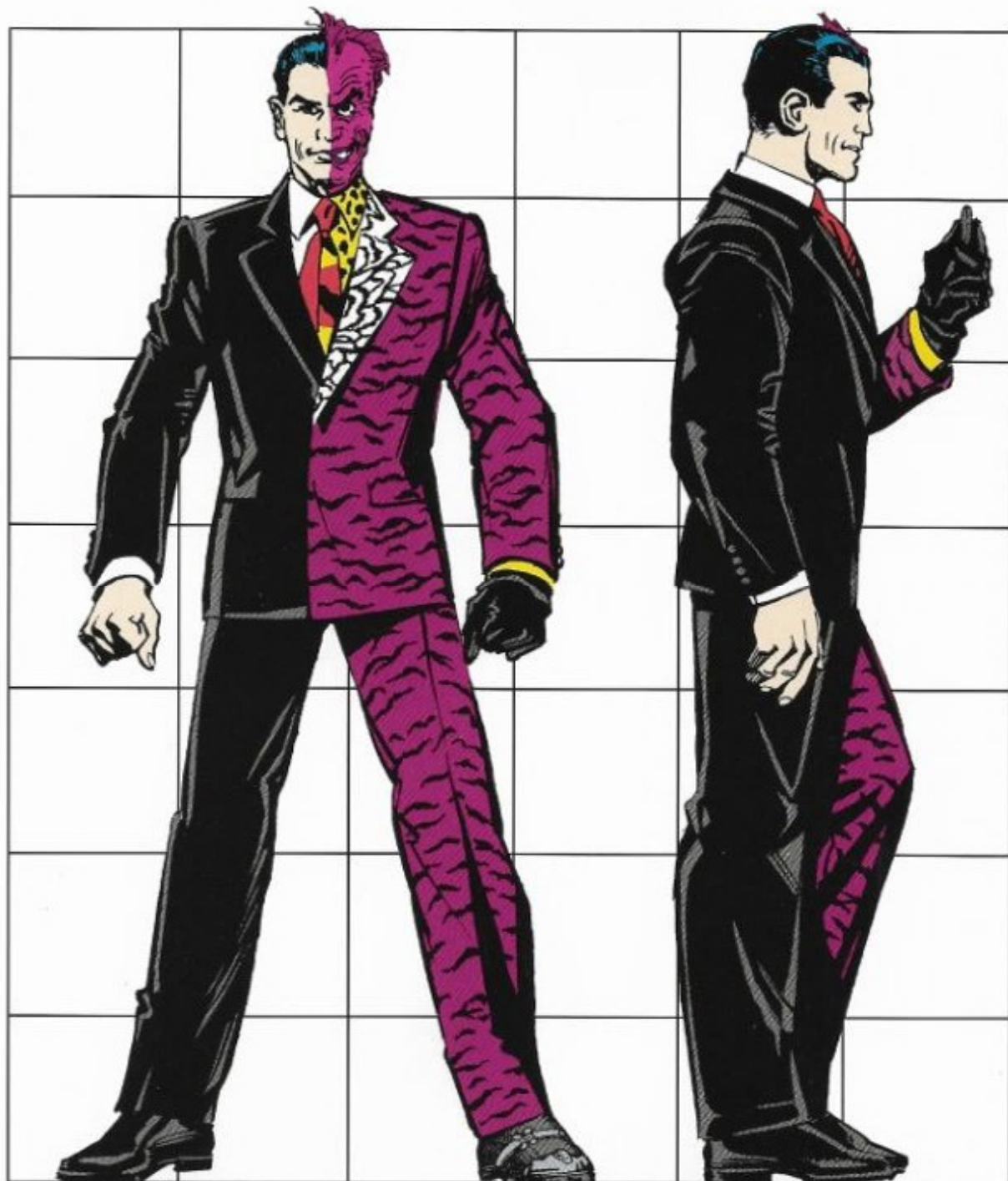
WHITE
Shirt



PMS 186
Tie



PMS 499
Eye



TWO-FACE™

Half-man, half madman, he's the ultimate dual personality. TWO-FACE is a former GOTHAM CITY district attorney HARVEY DENT, who mistakenly blames Batman for an accident that left one side of his face grotesquely deformed. And now he's out to get BATMAN!

Retail On Sale Date: June 1, 1995

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PMS 162
Flesh

PMS 492
Leotard

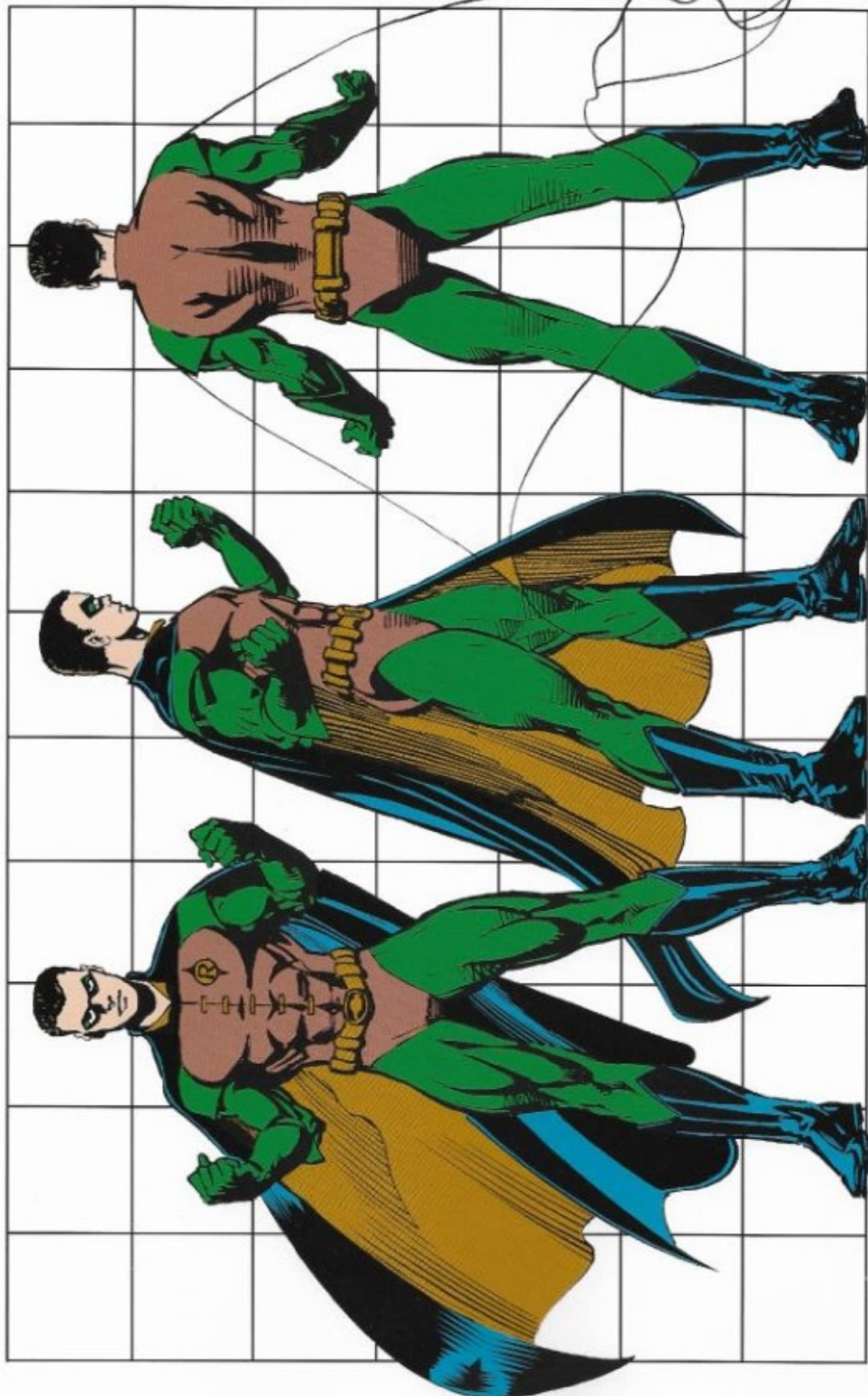
PMS 349
Tights,
Sleeves,
Gloves and Mask

PMS 876
(Bronze)
or
PMS 146
Belt,
R logo
and Cape
Interior

BLACK
Boots
and Cape
Exterior

PMS 3005
Highlights
and Eyes

PMS 499
Robin's Hair



ROBIN™

Handsome teenage circus star DICK GRAYSON is the only surviving member of THE FLYING GRAYSONS (who were killed at the hands of TWO-FACE in a tragic "accident" during a GOTHAM CITY charity performance). Vowing revenge, Grayson utilizes his acrobatic and martial arts skills to fight the forces of evil by joining BATMAN as his daring partner ROBIN.

**FOR
CONCEPT ONLY**

**NOT APPROVED
FINAL ART**

Retail On Sale Date: June 1, 1995

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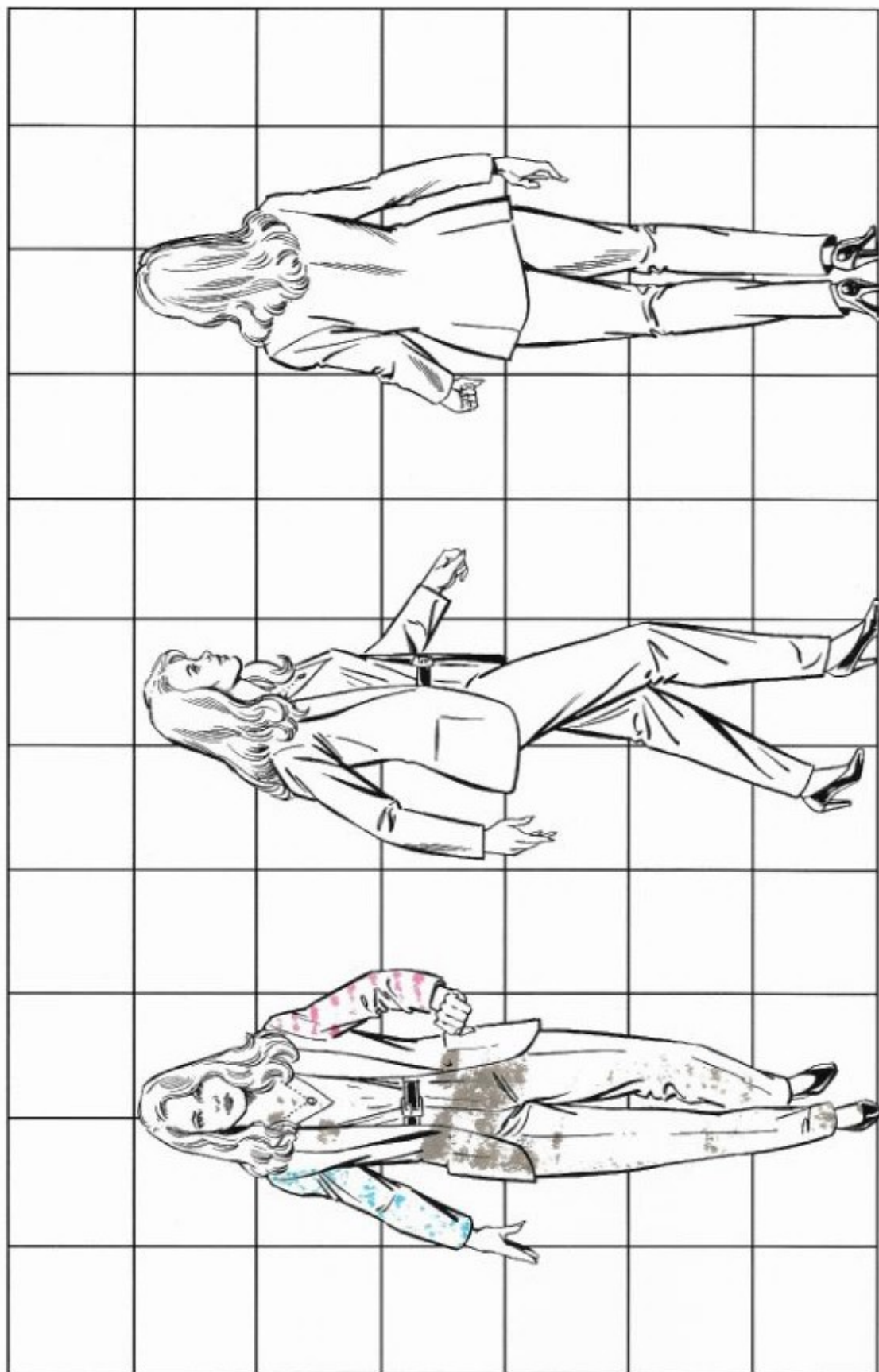
BMF - CM - 2C

PMS 162
FLESH

Blonde-PMS 141
HAIR

Blue-PMS 3005
EYES

Red-PMS 032
LIPS

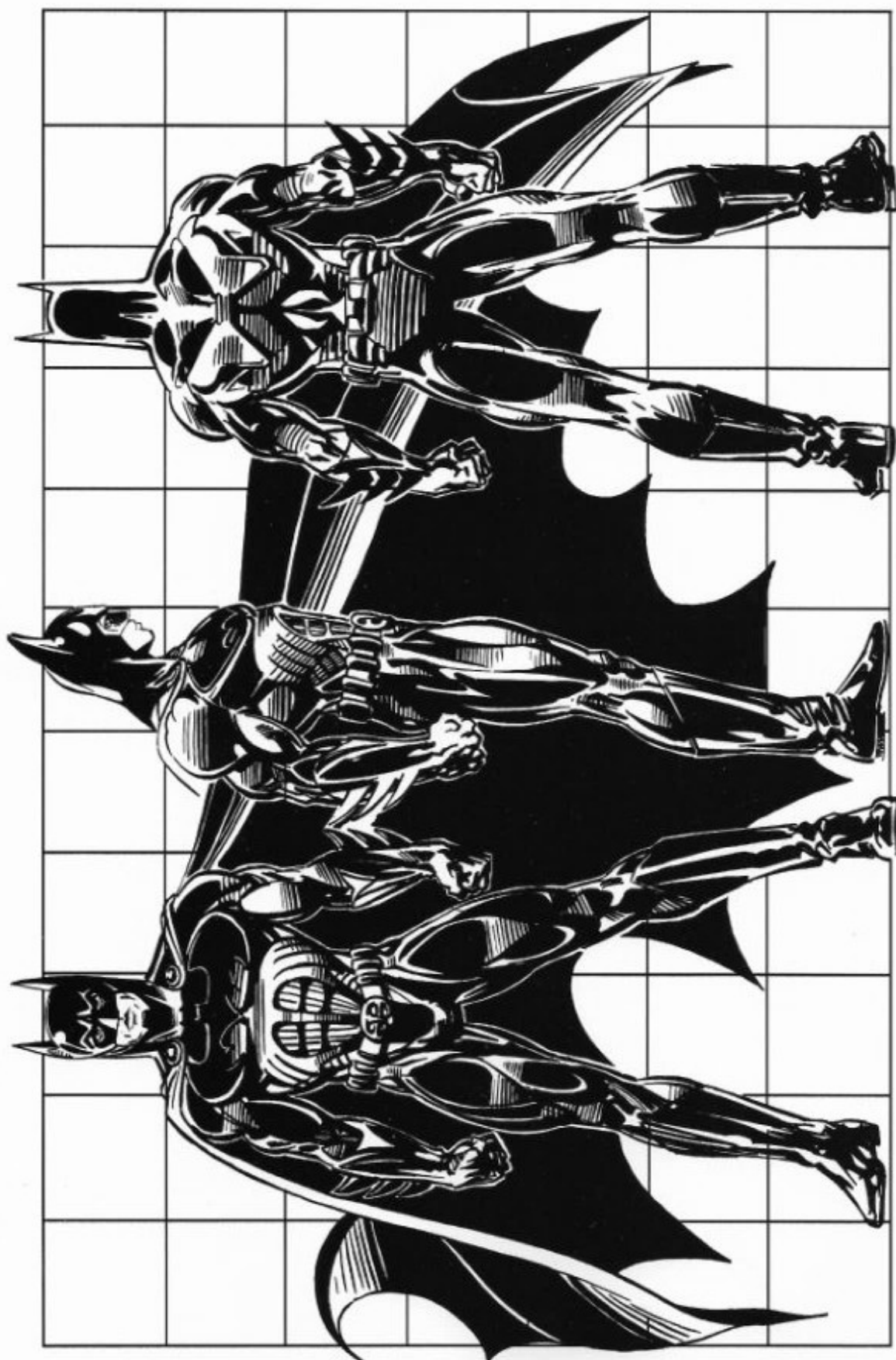


DR. CHASE MERIDIAN™

For 3D product, Dr. Chase Meridian should always be 6 heads high.

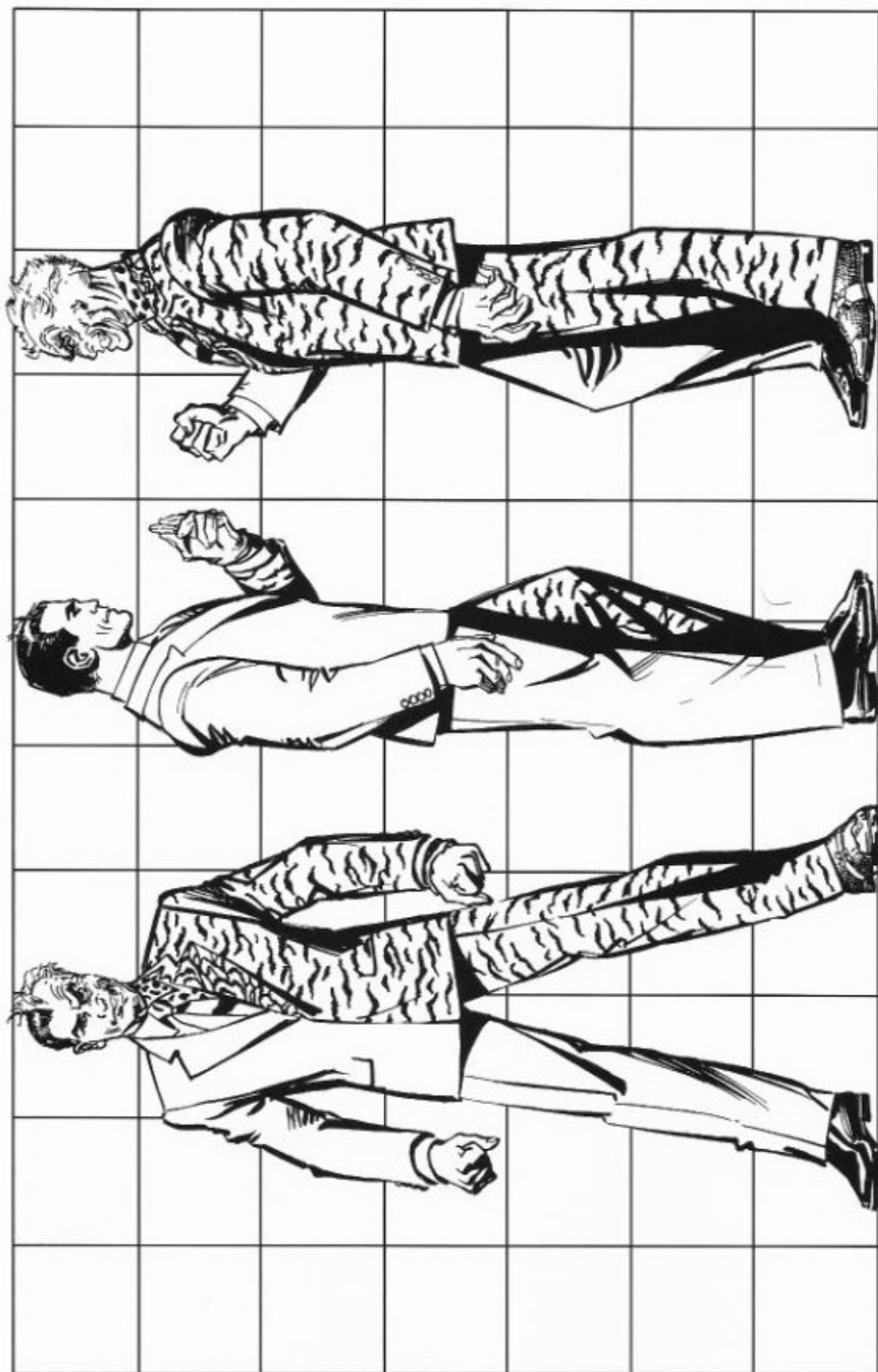
Brainy and beautiful, this newcomer to GOTHAM CITY is a noted psychiatrist specializing in the study of the criminal mind. Her efforts to foil THE RIDDLER and TWO-FACE bring her in close contact with BATMAN who both mystifies and fascinates her.

Although she is interested in Batman, BRUCE WAYNE is interested in her!



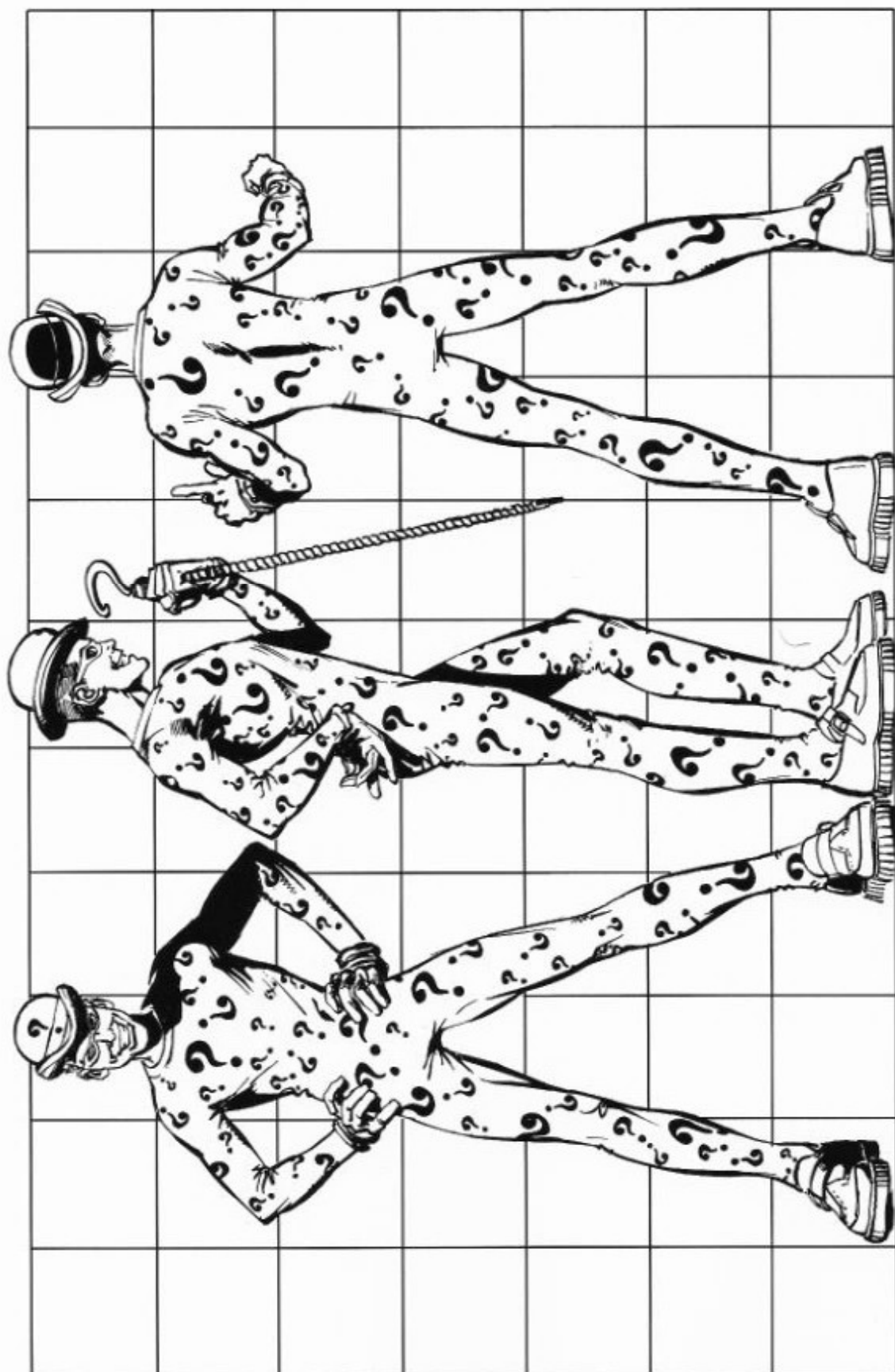
BATMAN™

For 3D product, Batman should always be 7 heads high.
Batman shown here without cape for sculpting reference only



TWO-FACE™

For 3D product, Two-Face should always be 7 heads high.



THE RIDDLER™

For 3D product, The Riddler should always be 7 heads high.



ICONS AND GADGETS present the new, imaginative inventions and symbolic designs depicted in *Batman Forever*.



FOR USE WITH THE RIDDLER™ ART ONLY OR ALONE



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BMF - IG - 8C

13/18/5 = Mr. E

Green

Bat

Intelligence

BATCAVE™

MIND

Brainwaves

Not a Friend a **Partner**

BRAINWAVES

Question

CONtRoL

Q^uestⁱon

DARK

DARK

The Guesser

DUALITY

ENTANGLEMENT

Arkham Asylum™

HARVEY DENT™

Batarang™

Intensity

BATWING™

Mystery

Claw Island™

personalities

CRIMEFIGHTER

Revenge

E. Nygma™

Secrets

Fight Crime

The New Box

Fight Evil

Glowing

Weapon

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BMF - IG - 4



**Gotham City™ Police
Department logo**



**Gotham City™
Swat Team logo**



**Second Bank of
Gotham Security
logo**



**Gotham City™
Crest**



Batarang™ #2



Batarang™ #1



**The Riddler's
Clapping Hand Box**



The Riddler's Cane

Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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Bat Bola™



Bat Cuffs™



**Grappling Hook
with cable clamp**



Grappling Hook Device



The Riddler's Logo



**Expanding Sawblade
launcher**



Two-Face's Coin Front



Two-Face's Coin Back



**Gotham City™ Police
Department logo**



**Second Bank of
Gotham Security
logo**



**Gotham City™
Swat Team logo**



**Gotham City™
Crest**



Batarang™ #2



Batarang™ #1



**The Riddler's
Clapping Hand Box**



The Riddler's Cane

Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

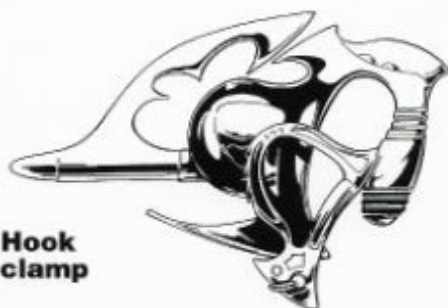
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Bat Bola™



Bat Cuffs™



**Grappling Hook
with cable clamp**



Grappling Hook Device



The Riddler's Logo



**Expanding Sawblade
launcher**



Two-Face's Coin Front



Two-Face's Coin Back



Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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BMF - IG - 2C



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BMF - IG - 3C



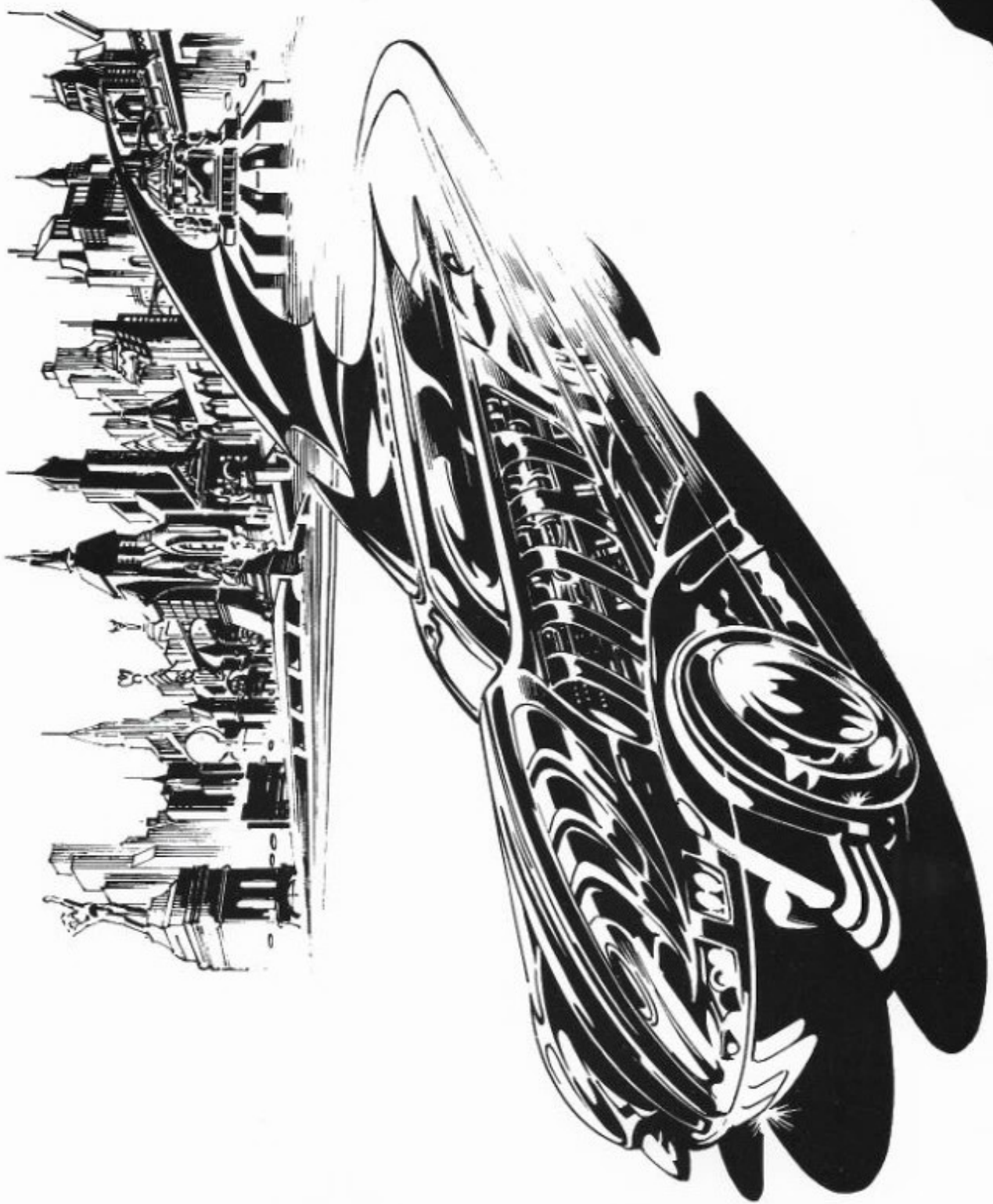
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The VEHICLES provide personality and information on Batman's
new transportation systems.

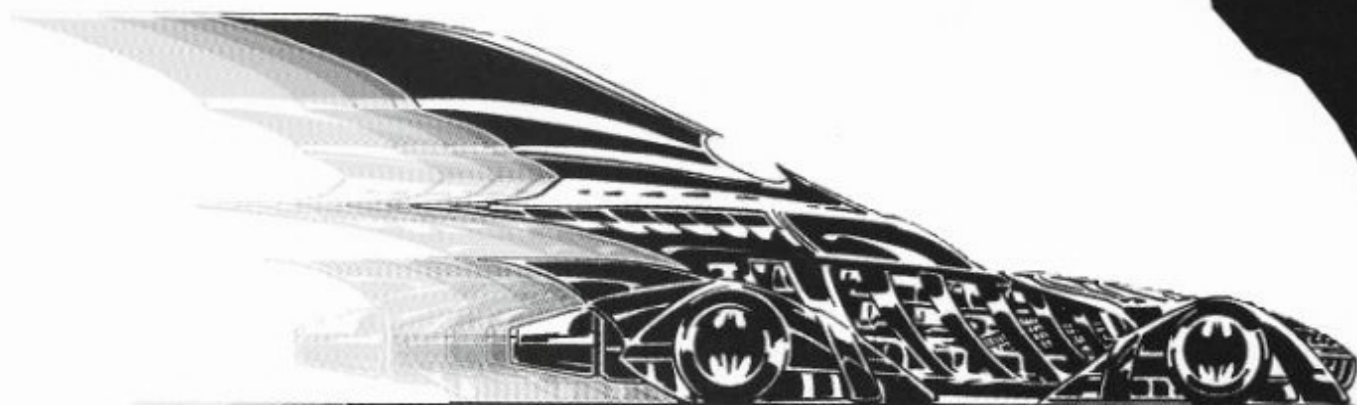


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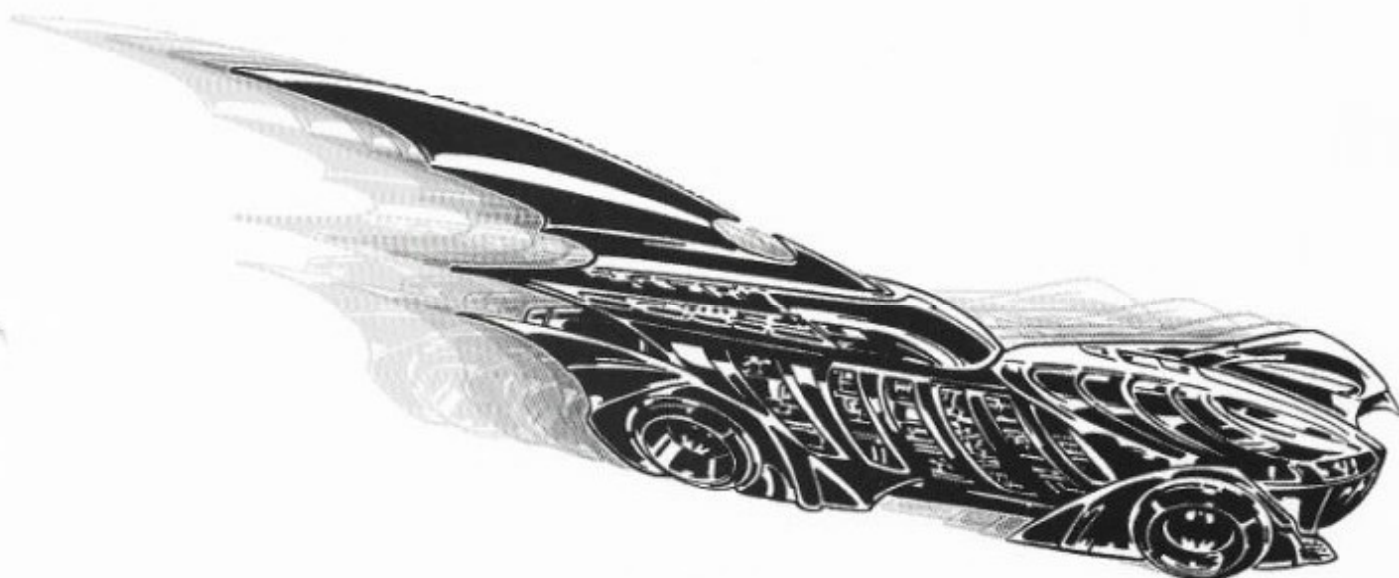


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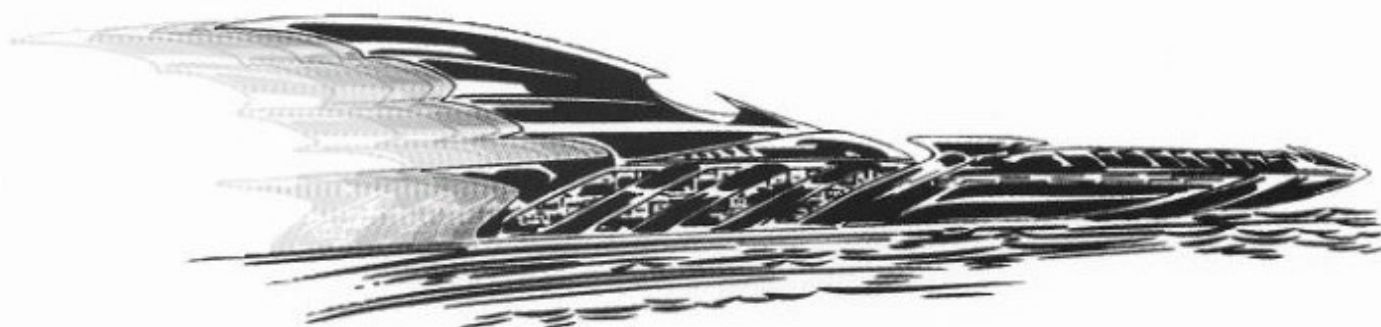
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Batmobile™ (side view)



Batmobile™ (3/4 view)



Batboat™ (side view)

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Batwing™ (Top View)

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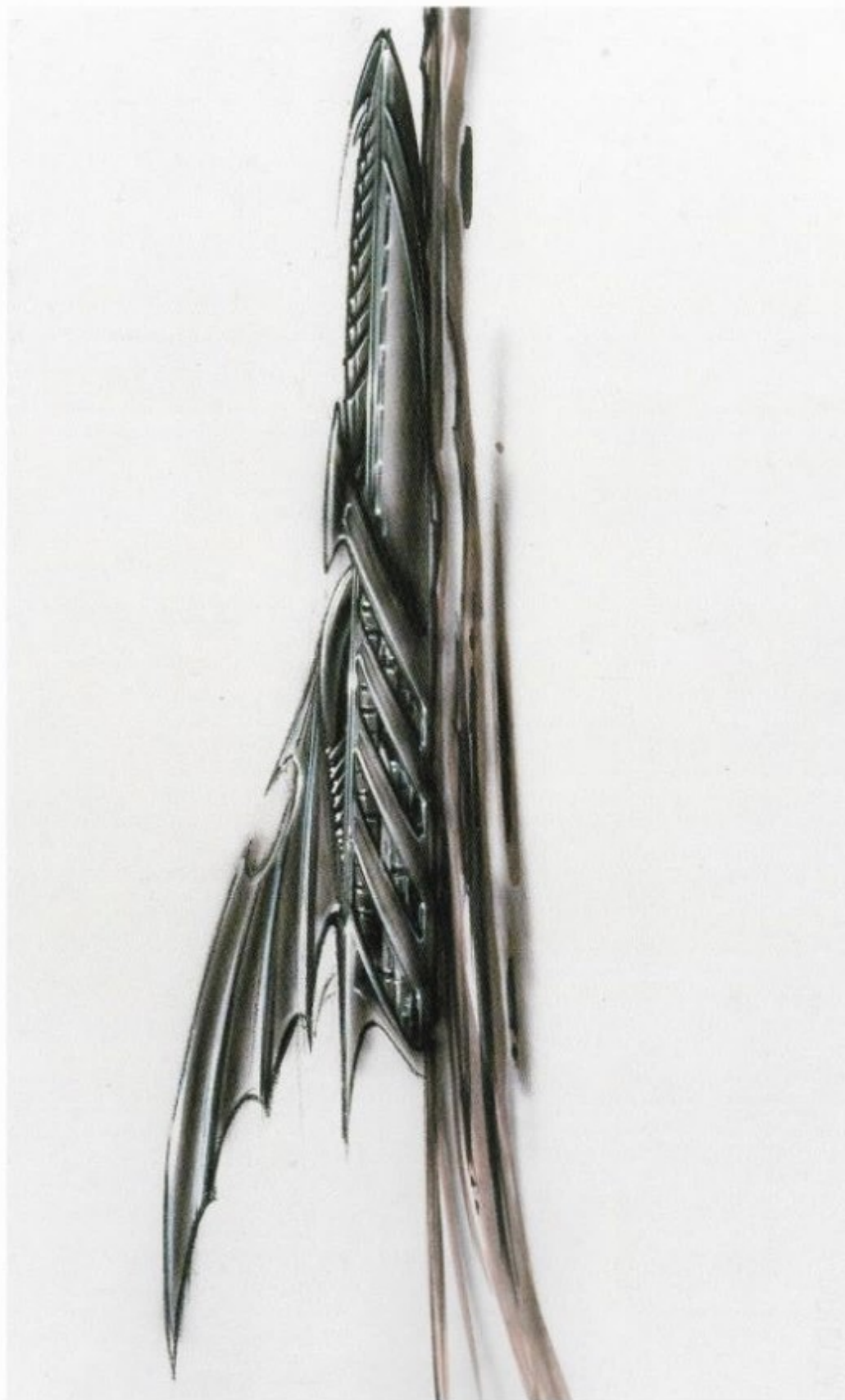
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BMF - VH - 4



Batwing™ (flying at angle)



Batboat™

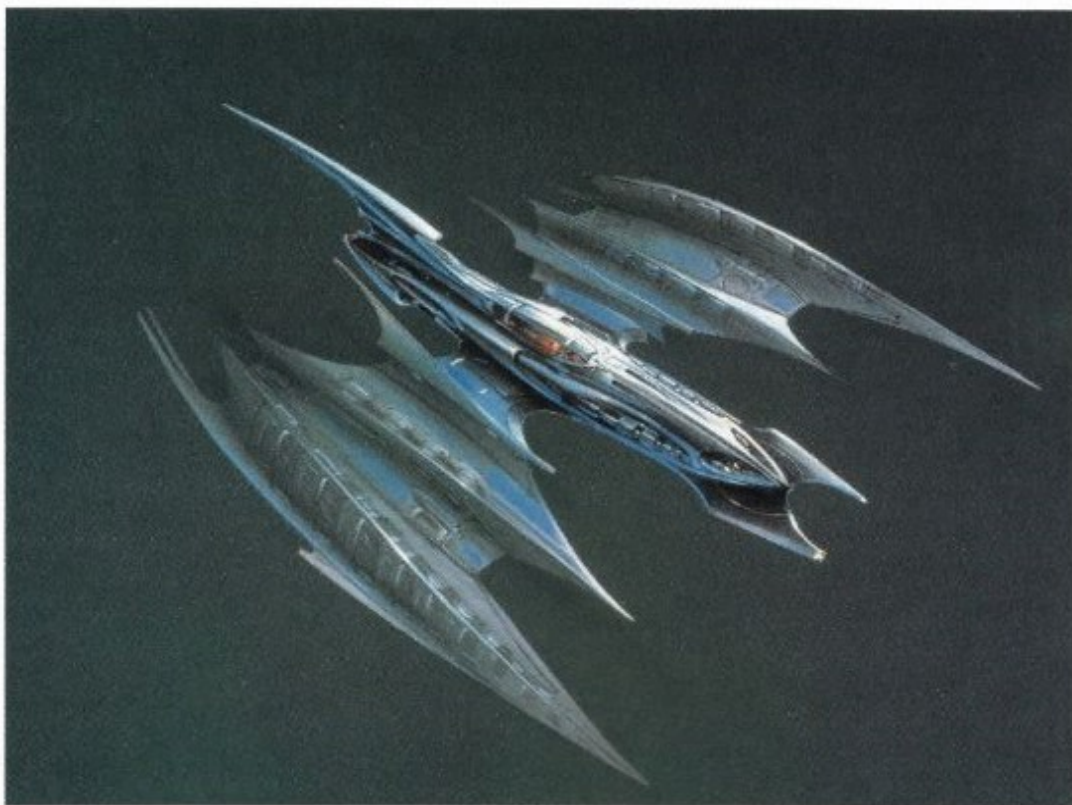
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BMF - VH - 7C



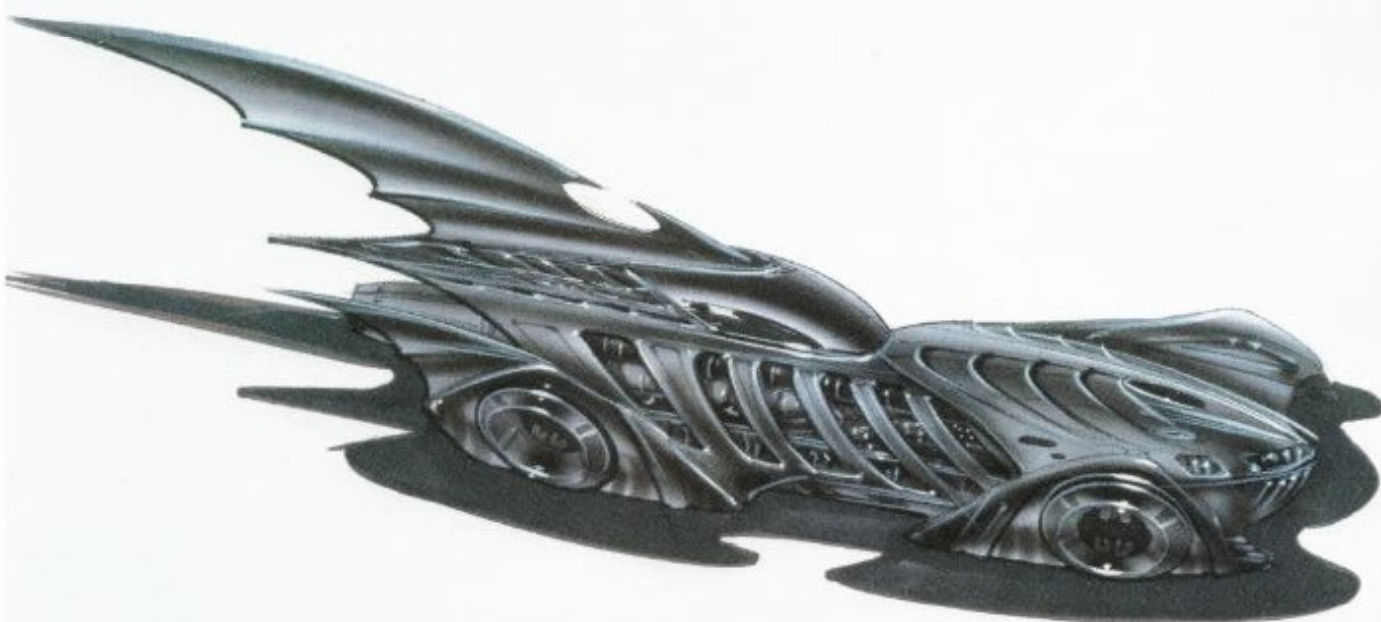
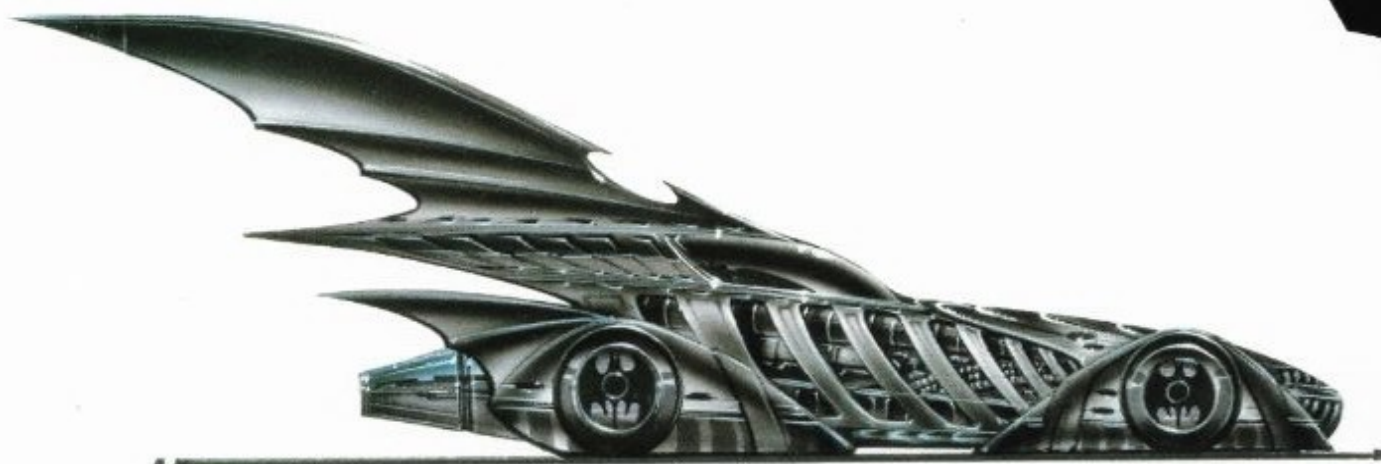
Batwing™

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Batmobile™

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Batmobile™

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Batwing™



Batboat™

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Batmobile™ (front view)



Batmobile™ (3/4 view)



Batmobile™ (side view)

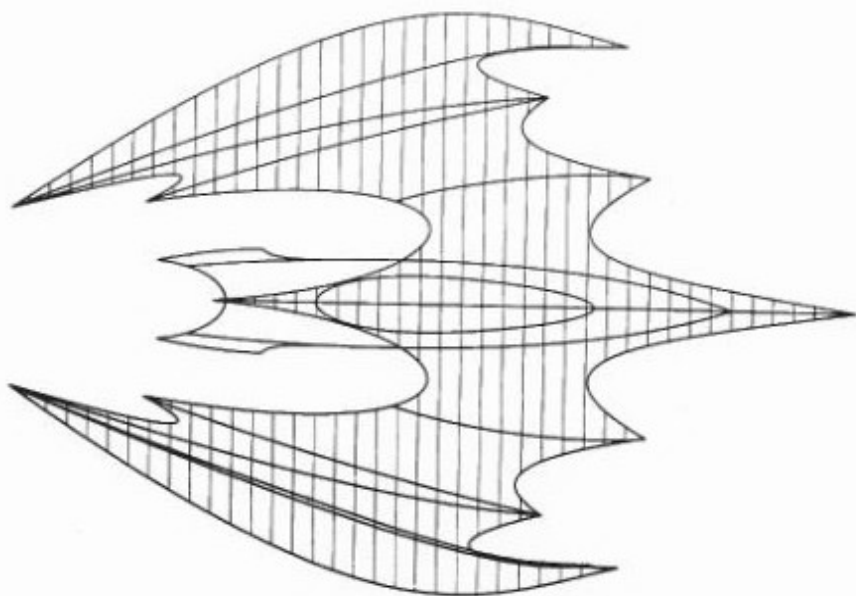
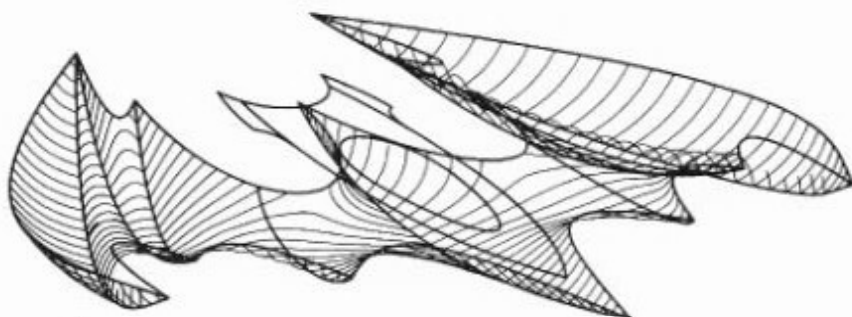
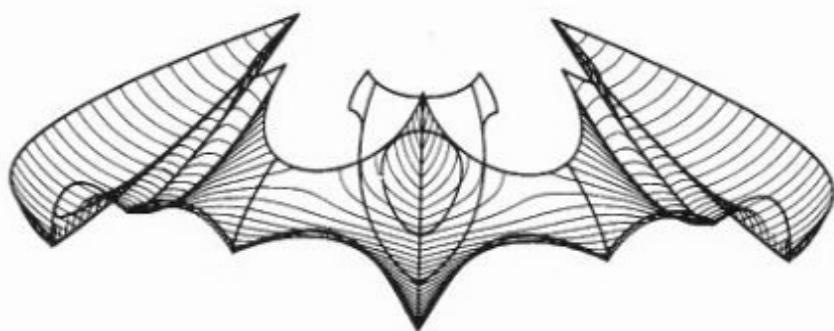


Batmobile™ (back view)

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Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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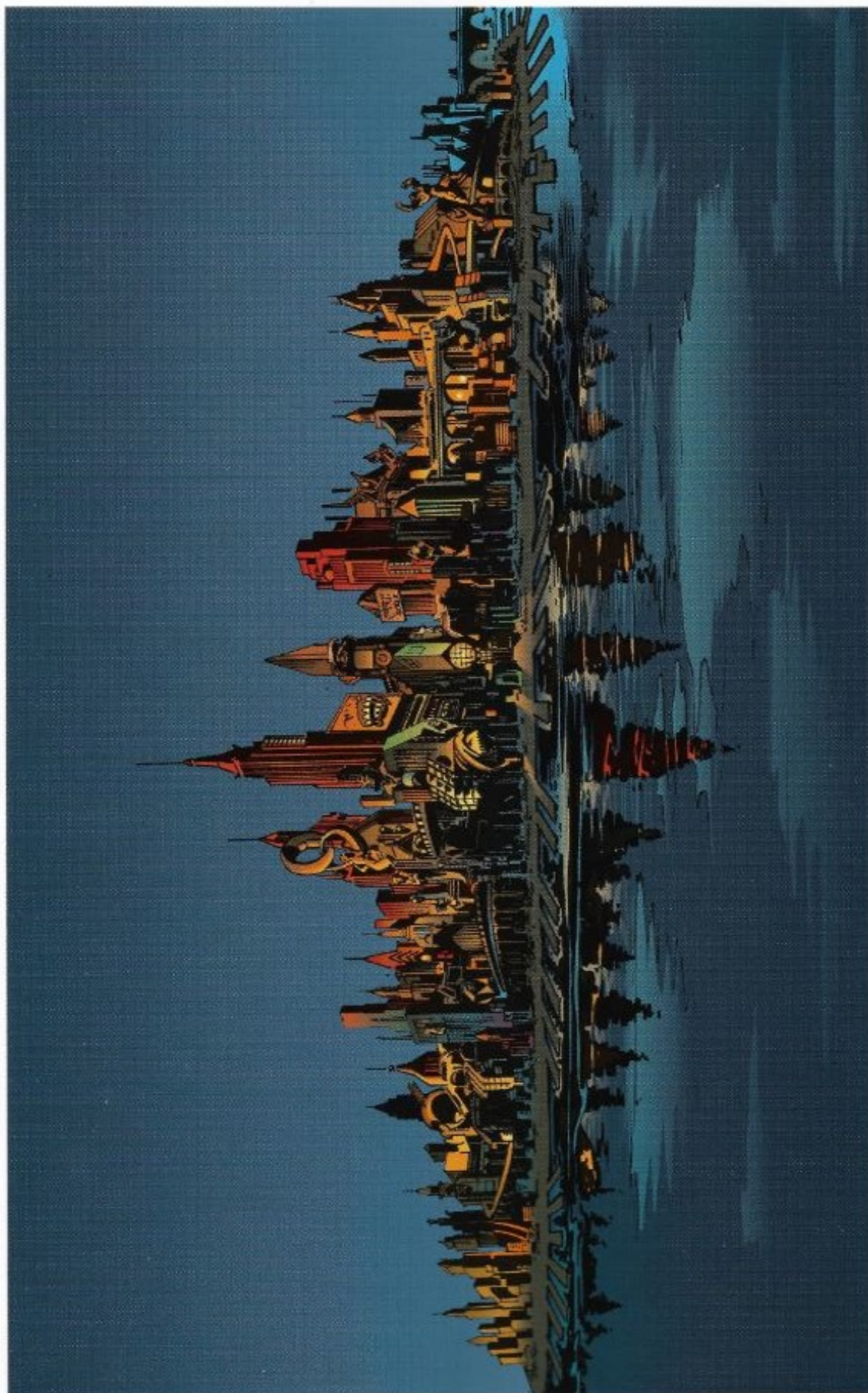
Batwing™ Computer Model

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BACKGROUNDS provide foundations of art—both cityscapes
and repeat patterns.



GOTHAM CITY™ SKYLINE

Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995
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BMF - BG - 8



GOTHAM CITY™ SKYLINE



GOTHAM CITY™

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BMF - BG - 2C

BACK-
grounds



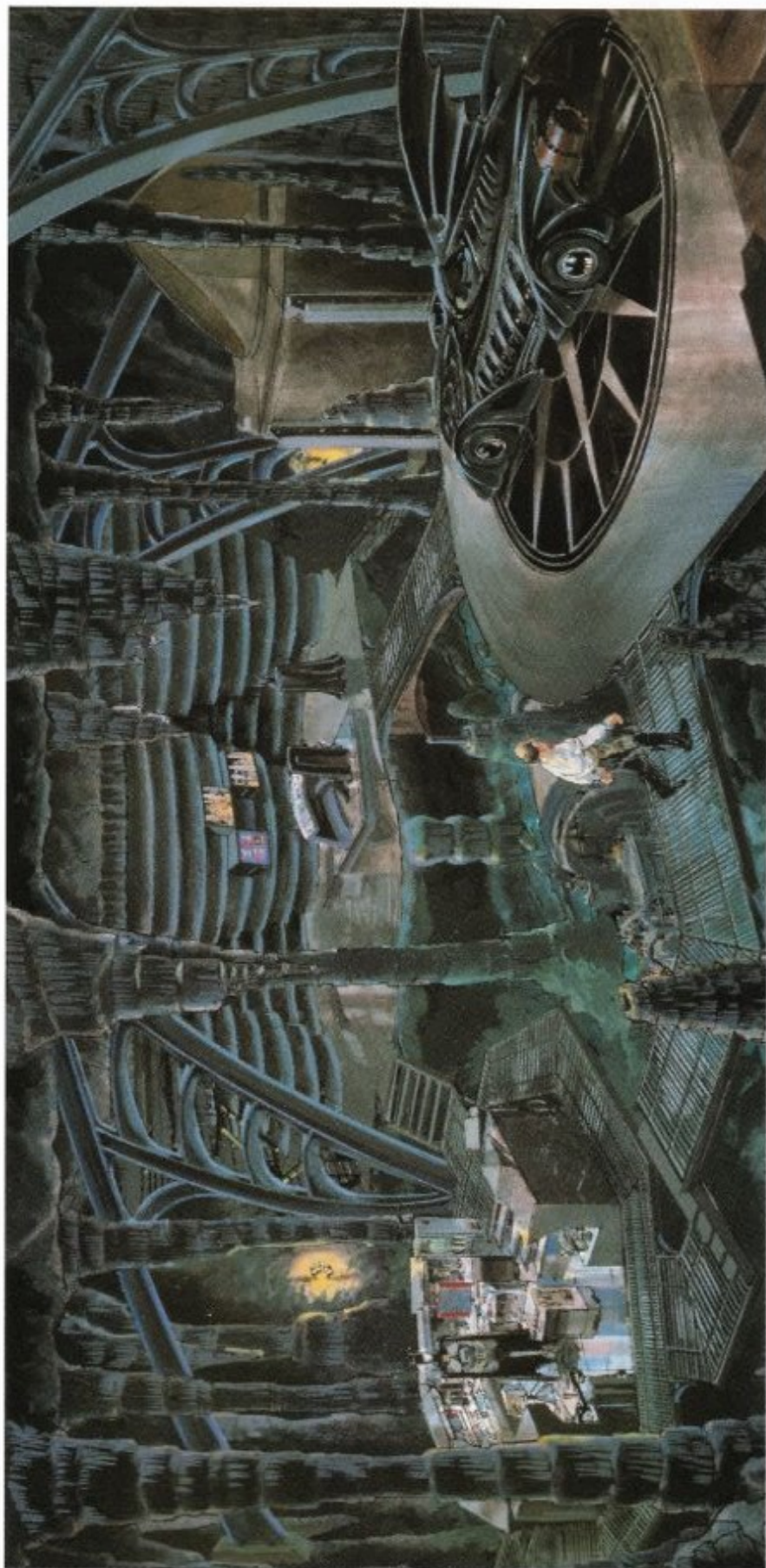
GOTHAM CITY™



GOTHAM CITY™

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BMF - BG - 4C



BATCAVE™

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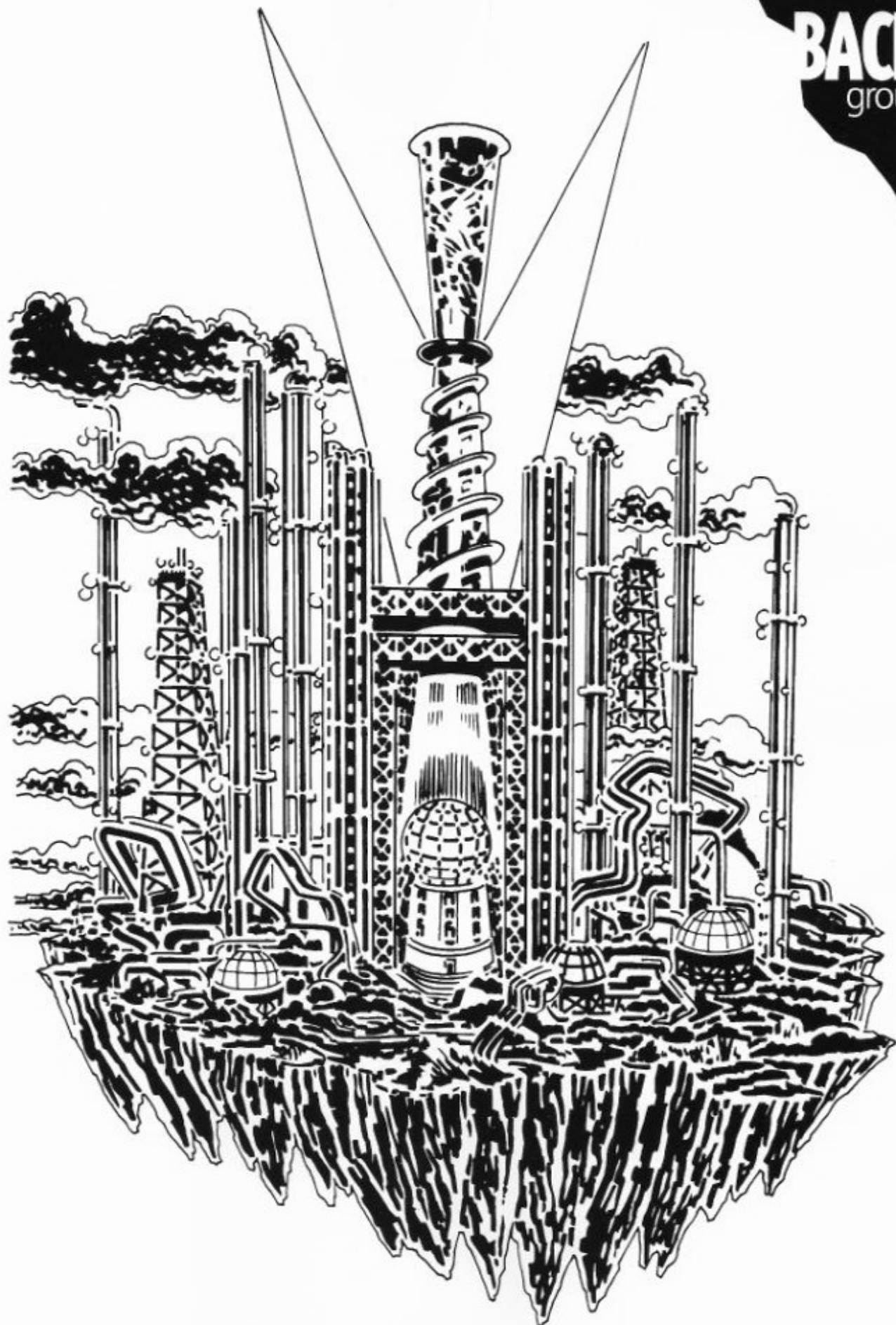
CLAW ISLAND™ (THE RIDDLER'S LAIR)

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BMF - BG - 5C

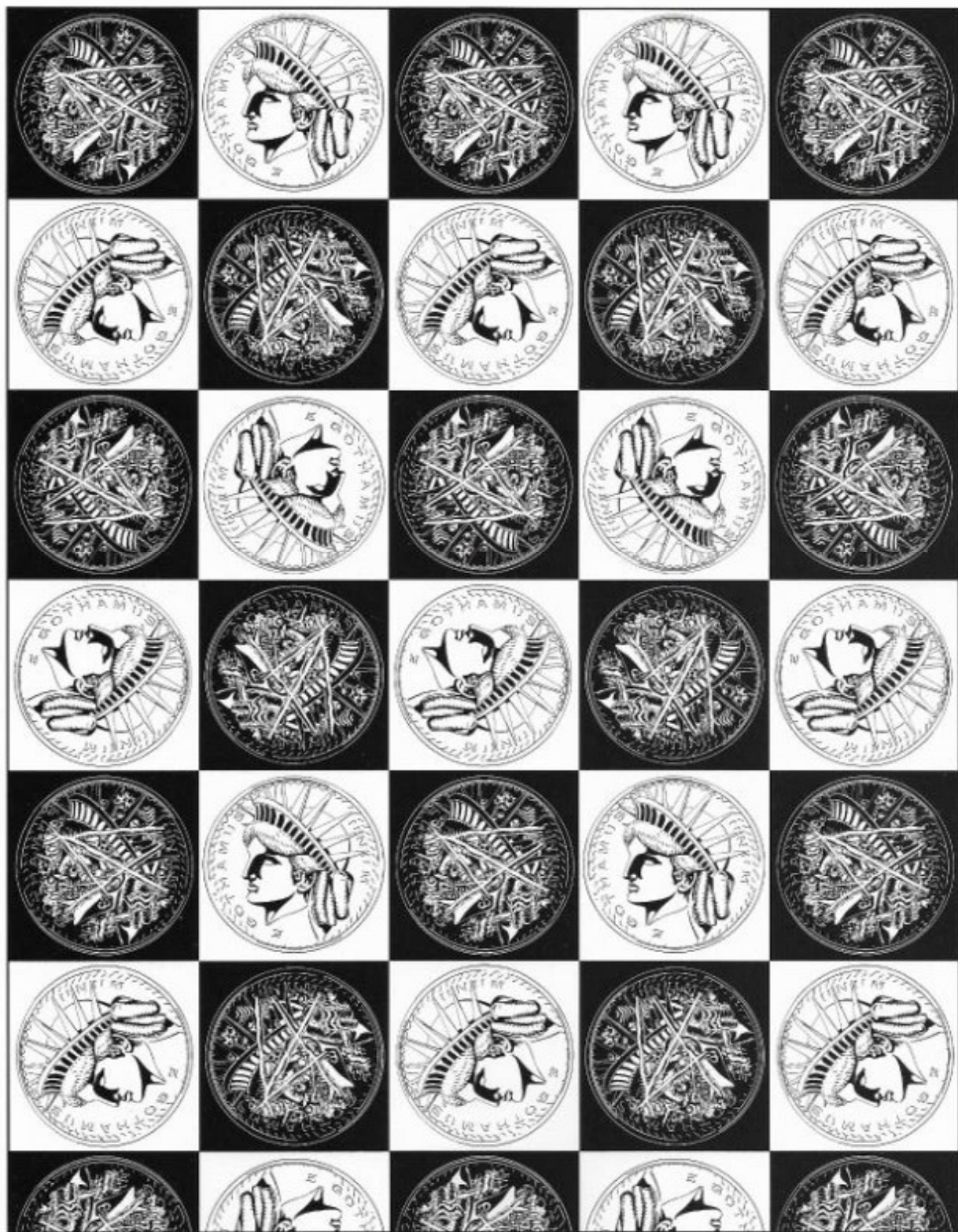


CLAW ISLAND™ (THE RIDDLER'S LAIR)

Retail On Sale Date: June 1, 1995

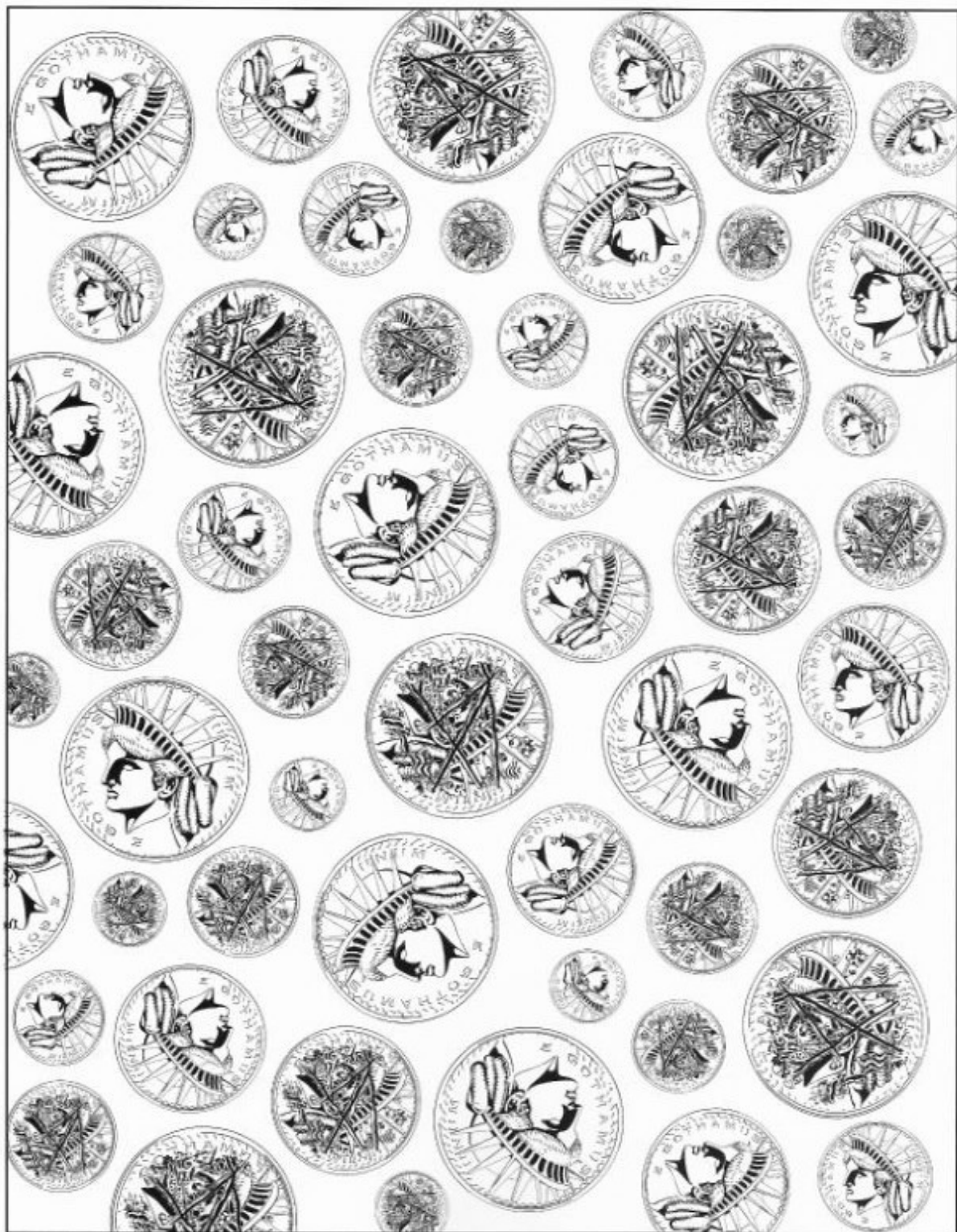
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BMF - BG - 5



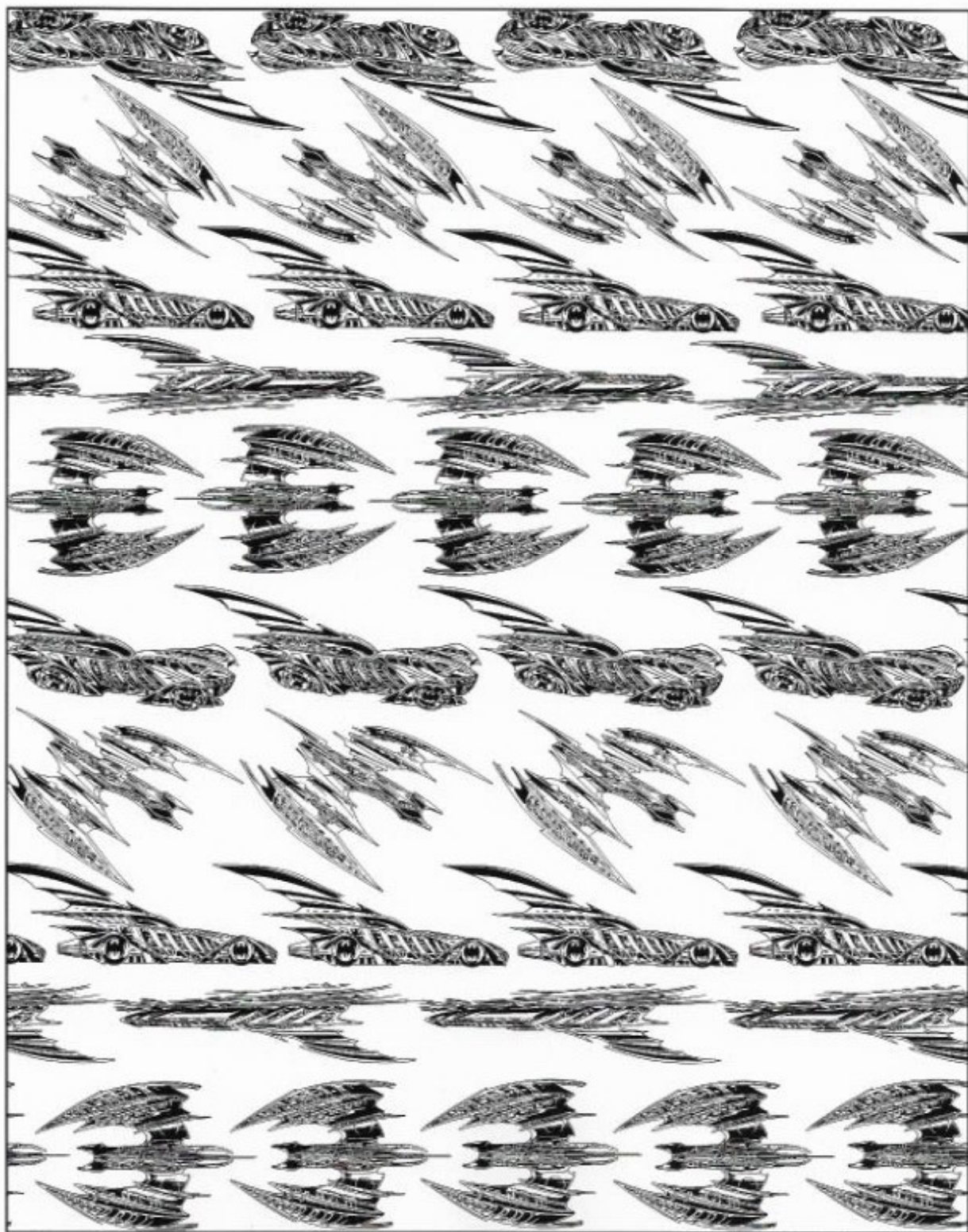
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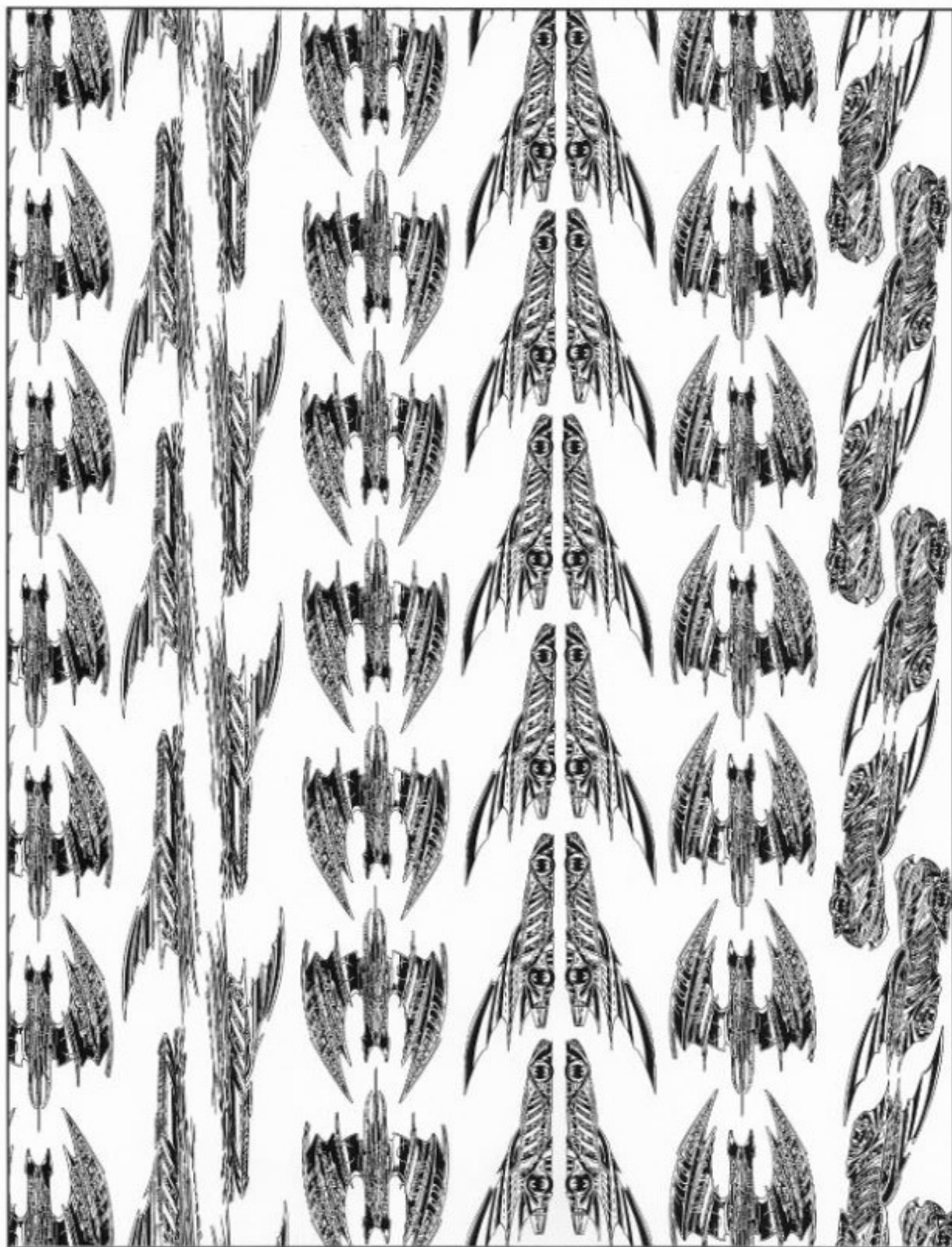
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BMF - BG - 10

2

BATBOMBS™

Batboat™

Brain

Bruce Wayne™

Dual

Fusion Drive

Gotham City™

HEADS
OR
TAILS

HEADS
OR TAILS

Neon

NEON

NIGHT

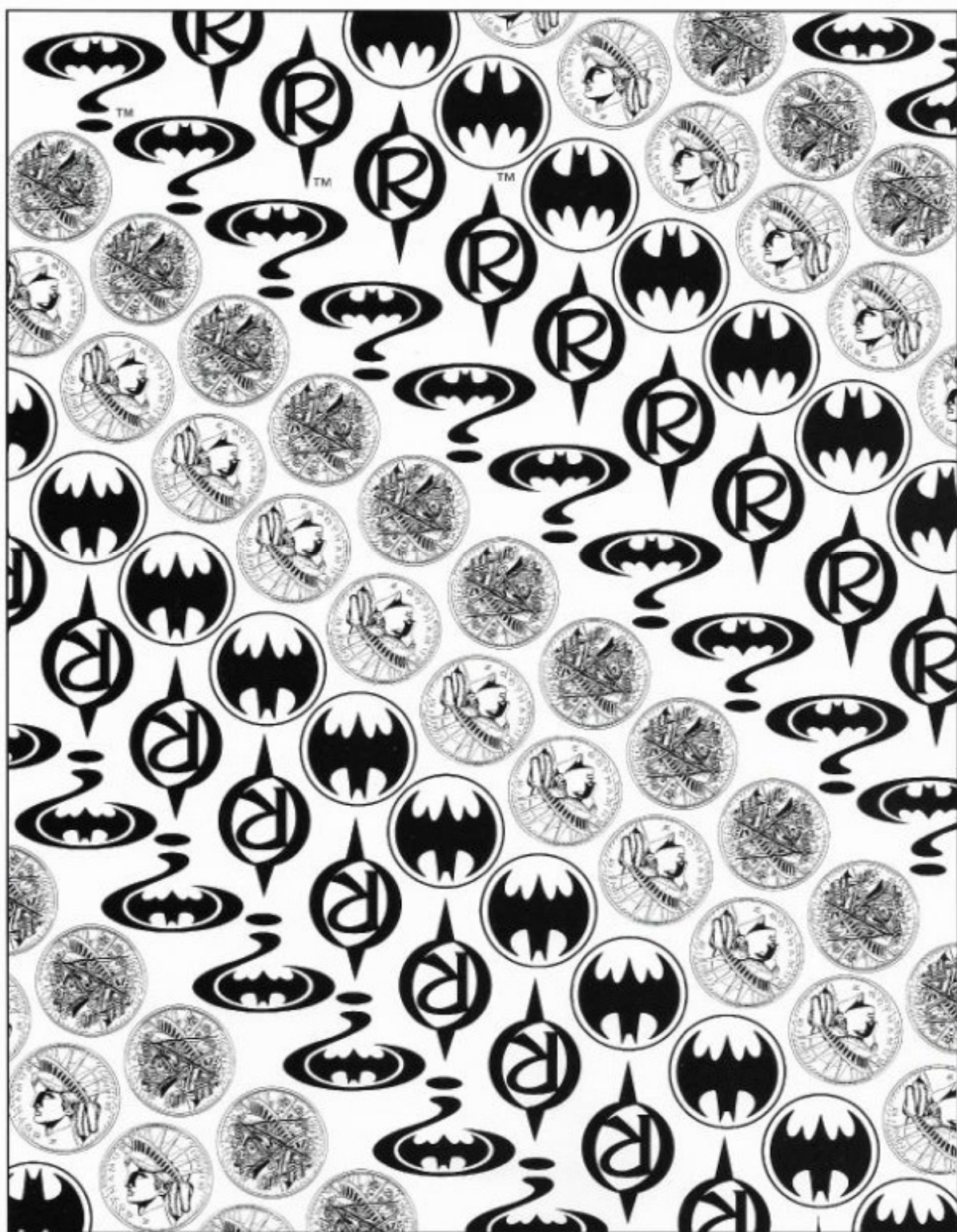
NYGMATIC

The Box

RIDDLES

nygmatic

Two



Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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HEADS
OR TAILS

BACK-
grounds

Mystery

Intensity

jealousy

RIDDLES

2

multiple
personalities

Quality

two

BEWARE

dreams

nygmatic

double

Weapon

secrets

too

Revenge

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BMF • BG • 12



LOGOS identify and symbolize the main characters with striking graphic lettering.



Batman™ Forever Logo-Color
 A transparency of the logo is available from your WBCP Account Executive

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IN ORDER TO INTRODUCE A FRESH, NEW LOOK TO "BATMAN FOREVER" MERCHANDISE AND MAKE IT DISTINGUISHABLE FROM ANY OTHER PAST OR CURRENT BATMAN MERCHANDISING PROGRAMS, WE ENCOURAGE LICENSEES TO USE THE "BATMAN FOREVER" LOGO AS AN ICON IMAGE AND DESIGN ELEMENT, WHEREVER POSSIBLE. INCORPORATING THIS LOGO INTO YOUR DESIGNS WILL GIVE AN IMMEDIATE CLUE TO RETAILERS AND CONSUMERS THAT "BATMAN FOREVER" MERCHANDISE IS STRIKINGLY DIFFERENT FROM ANYTHING THEY HAVE SEEN BEFORE.

Upstairs Retail on sale date: March 1, 1995 • Mid-Market and Mass Market Retail on sale date: April 1, 1995

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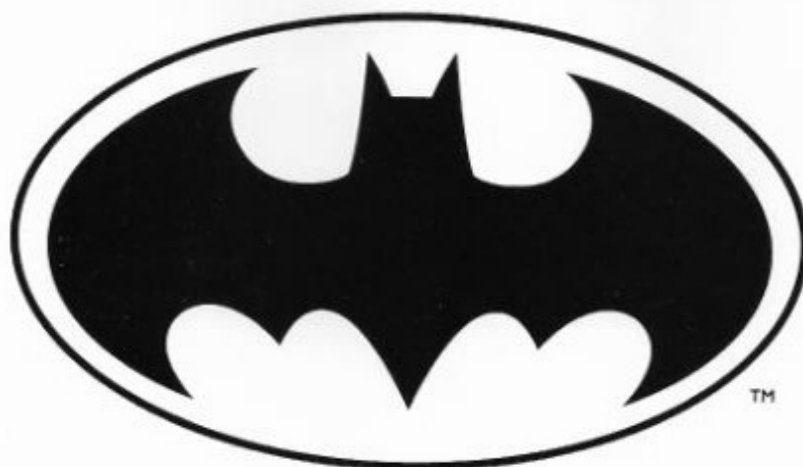
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the
Mid-MarketTM

TM

Two-Face

LOGOS

**BAT EMBLEM LOGO**

THE TRADITIONAL BAT EMBLEM LOGO IS AN IMMEDIATELY RECOGNIZABLE ICON IMAGE LOGO ASSOCIATED WITH THE BATMAN PROPERTY. ALTHOUGH IT IS ACCEPTABLE TO USE THE BAT EMBLEM LOGO, WE PREFER TO USE THE "BATMAN FOREVER" LOGO IN THIS MERCHANDISING PROGRAM.

**BAT-SIGNAL LOGO**

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ROBIN™

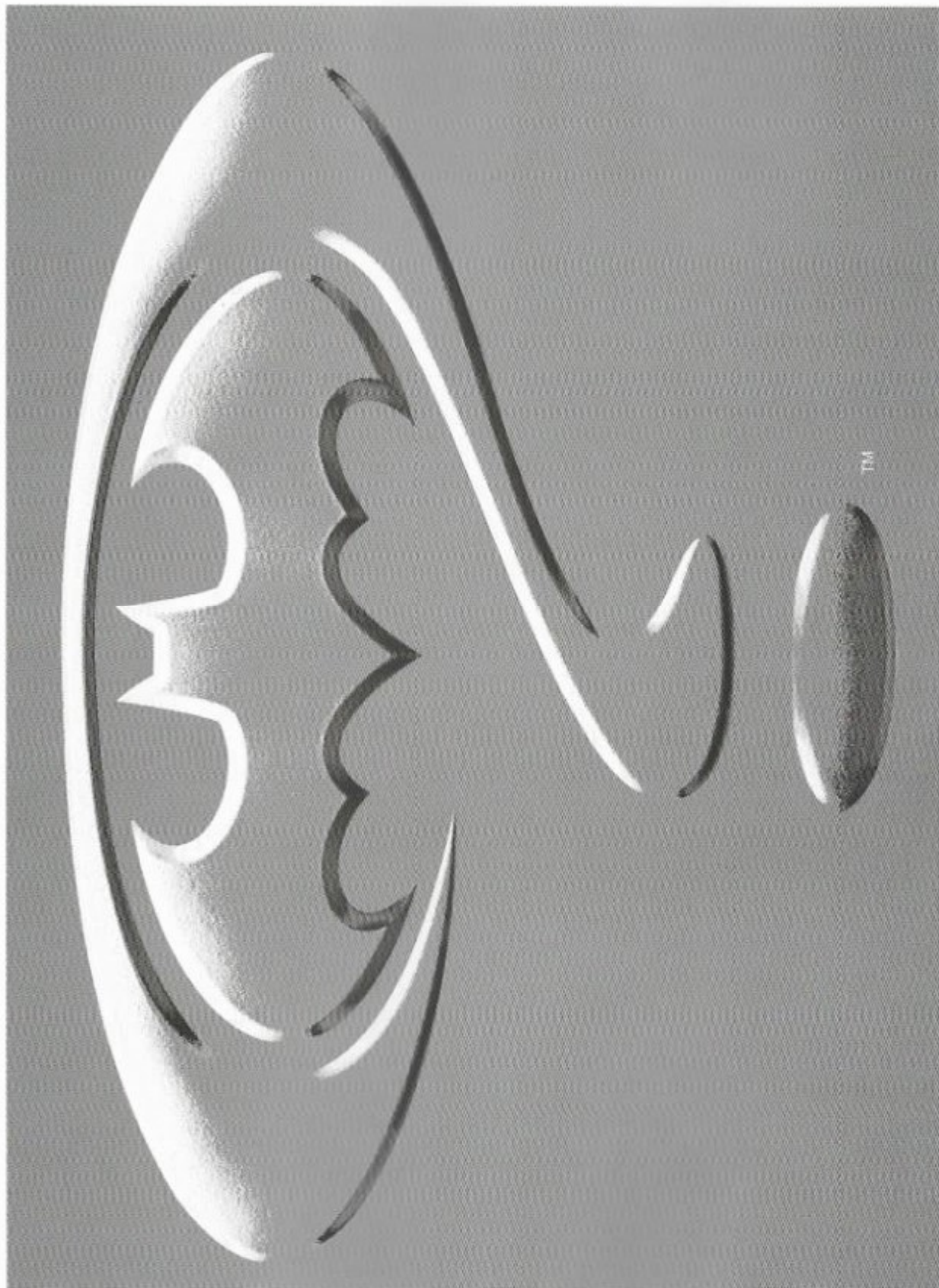


TM

Upstairs Retail on sale date: March 1, 1995 • Mid-Market and Mass Market Retail on sale date: April 1, 1995

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BMF - LG - 7



Batman™ Forever Logo-Halftone

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BMF - LG - 2

BATMANTM FOREVER

Title Treatment

THE WORDS "BATMAN FOREVER" OR "FOREVER" SHOULD NOT BE PLACED DIRECTLY BENEATH THE BATMAN FOREVER LOGO. THESE WORDS CAN BE PLACED AT THE BOTTOM OF THE DESIGN, IN THE UPPER RIGHT CORNER OR IN ANOTHER AREA THAT WORKS WELL WITH YOUR DESIGN, BUT THE WORDS SHOULD BE CLEARLY A SEPARATE ELEMENT FROM THE LOGO.

Upstairs Retail on sale date: March 1, 1995 • Mid-Market and Mass Market Retail on sale date: April 1, 1995

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LOGOS

TM

BATMAN



TM

ROBIN

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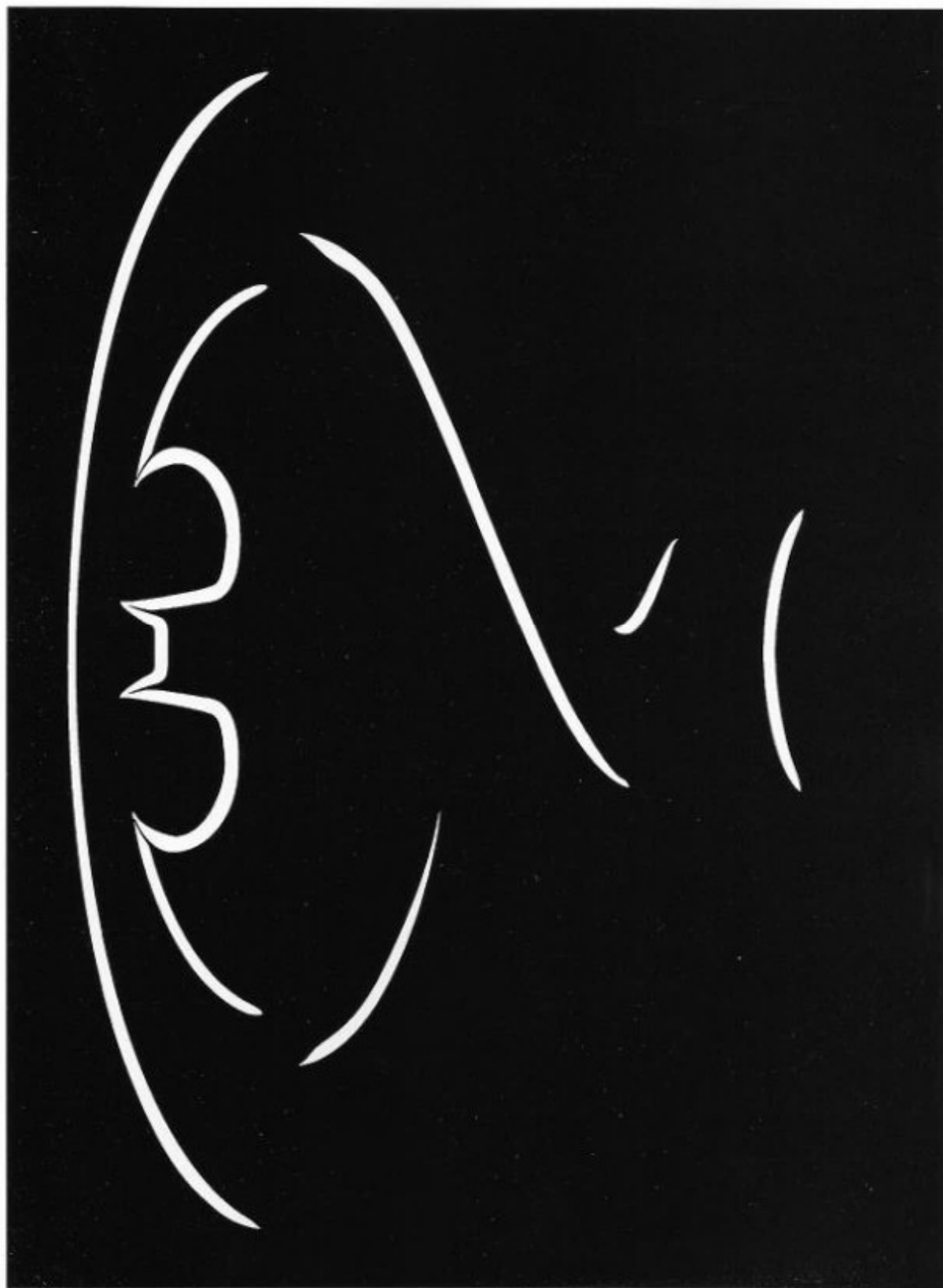
Upstairs Retail on sale date: March 1, 1995 • Mass Market Retail on sale date: April 1, 1995

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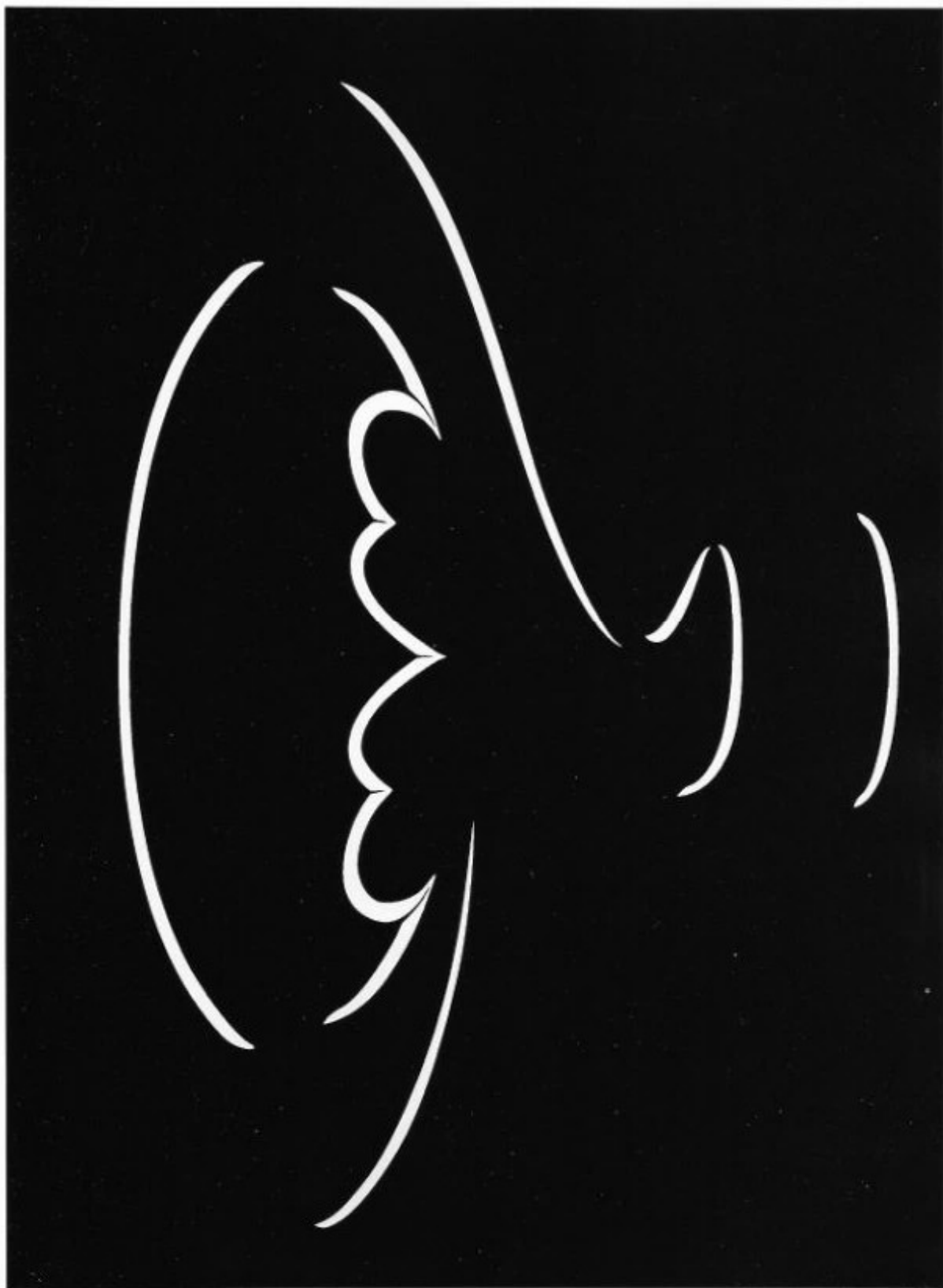
COMPOSITE (BLUE AND GREEN PLATES)

UPSTAIRS RETAIL ON SALE DATE: MARCH 1, 1995 • MASS MARKET RETAIL ON SALE DATE: APRIL 1, 1995
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GREEN PLATE

UPSTAIRS RETAIL ON SALE DATE: MARCH 1, 1995 • MASS MARKET RETAIL ON SALE DATE: APRIL 1, 1995
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**BLUE PLATE**

UPSTAIRS RETAIL ON SALE DATE: MARCH 1, 1995 • MASS MARKET RETAIL ON SALE DATE: APRIL 1, 1995

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MERCHANDISING concepts guarantee attention-grabbing presentations at retail of *Batman Forever* products.

BLISTER CARDS



MERCHANDISING BOX



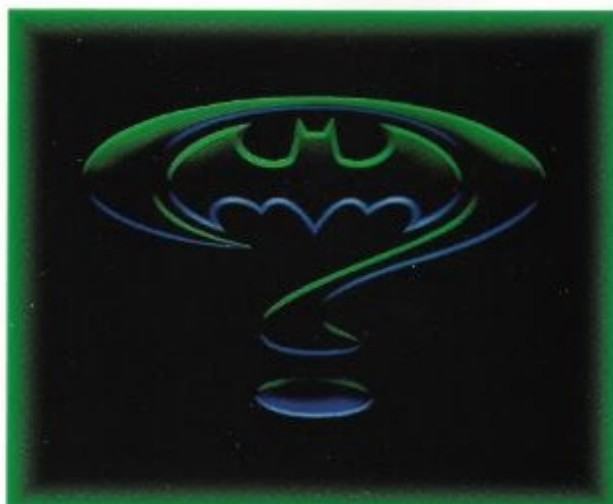
The blister card and box designs are provided as a guideline for all packaging. Deviations from the above may be acceptable to accommodate individual licensee's needs, but all "Batman Forever" packaging should include the icon logo and color palette elements shown. If the green color in the product placement area does not suit your needs, background colors may be changed subject to approval. The complete title treatment "Batman Forever" must appear on the back of the blister card.

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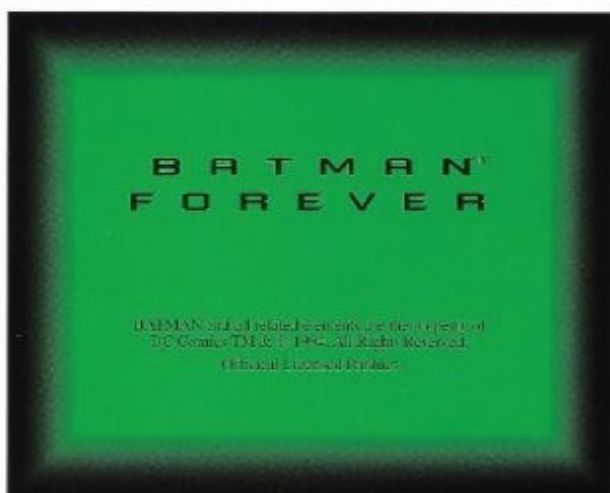
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BMF - M - 2C

HANGTAG - FRONT



HANGTAG - BACK



All "Batman Forever" soft goods are required to use the official "Batman Forever" hangtag. The above hangtag has been designed to accommodate customization by licensees, including UPC coding.

For security and cost efficiency, we have arranged for one vendor to supply all "Batman Forever" hangtags. The official supplier is TAG-IT. Please contact them as follows for pricing and to place an order.

TAG-IT, INC.
3820 SOUTH HILL STREET
LOS ANGELES, CA 90037
ATTN: JONATHAN MARKILES
TELEPHONE: 213-234-9606/800-335-4446
FAX: 213-234-9610

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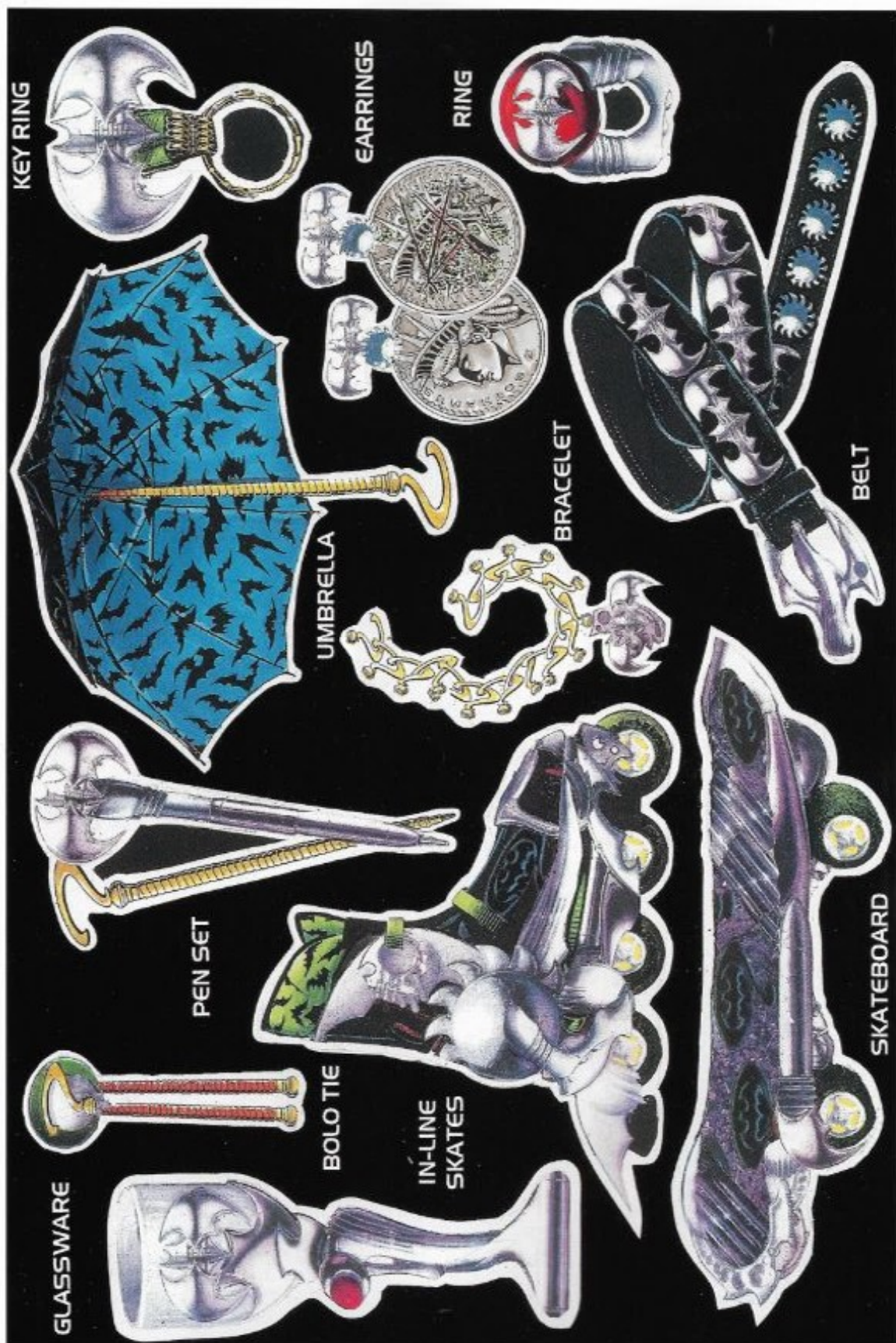
BMF - M - 1C

NOT APPROVED FINAL ART

**FOR
CONCEPT ONLY**

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FOREVER KIDS is comprised of bold, simplified graphics
designed to appeal to children ages 5 and under.

FOREVER
Kids



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BMF - FK -1



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BMF - FK - 2

FOREVER
Kids



Retail On Sale Date: June 1, 1995

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BMF : FK -3



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BMF - FK - 4



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BMF - FK - 5C



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FOREVER
Kids



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BMF - FK - 6



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FOREVER
Kids



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BMF - FK - 10



DC COMICS

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NEW YORK, NY 10019
TELEPHONE: (212) 636-5531
FAX: (212) 636-5598



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